

AGENDA
BIRMINGHAM DESIGN REVIEW BOARD MEETING
MUNICIPAL BUILDING-COMMISSION ROOM-151 MARTIN STREET
WEDNESDAY – February 21, 2018
******* 7:15 PM*******

- 1) **Roll Call**
- 2) **Approval of the DRB Minutes of December 6, 2017**
- 3) **Design Review**
- 4) **Sign review**
 - **34901 Woodward – Morgan Stanley**
 - **33633 Woodward – Wesch Cleaners**
 - **1065 E. Maple – Mobile Gas Station**
- 5) **Study Session**
- 6) **Miscellaneous Business and Communication**
 - A. Staff Reports
 - **Administrative Approvals**
 - **Violation Notices**
 - B. Communications
 - **Commissioners Comments**
- 7) **Adjournment**

Notice: Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at [\(248\) 530-1880](tel:2485301880) at least one day in advance of the public meeting.

Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al [\(248\) 530-1880](tel:2485301880) por lo menos el día antes de la reunión pública. (Title VI of the Civil Rights Act of 1964).

A PERSON DESIGNATED WITH THE AUTHORITY TO MAKE DECISIONS MUST BE PRESENT AT THE MEETING.

**DESIGN REVIEW BOARD
MINUTES OF DECEMBER 6, 2017**
Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, December 6, 2017. Vice-Chairman Keith Deyer called the meeting to order at 7:15 p.m.

Present: Vice-Chairman Keith Deyer; Commission Members Joseph Mercurio, Thomas Trapnell, Michael Willoughby

Absent: Chairman John Henke; Board Members Natalia Dukas, Lauren Tolles; Alternate Board Members Adam Charles, Dulce Fuller; Student Representatives Josh Chapnick, Griffin Pfaff

Administration: Matthew Baka, Sr. Planner
Carole Salutes, Recording Secretary

12-16-17

**APPROVAL OF MINUTES
DRB Minutes of November 15, 2017**

Motion by Mr. Willoughby

Seconded by Mr. Trapnell to approve the DRB Minutes of November 15, 2017 as presented.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Trapnell, Deyer, Mercurio

Nays: None

Absent: Henke, Dukas, Tolles

12-17-17

**SIGN REVIEW
34901 Woodward Ave.
CIBC Bank**

Zoning: B-4/D-4 Business-Residential

Proposal: The applicant is seeking approval for three name letter signs, one on each façade of the Balmoral Building that fronts on Peabody, E. Brown, and Woodward Ave. The building that they are located on was constructed under the

Downtown Overlay Standards. Accordingly, the entire building and all of its tenants are required to comply with the Overlay Sign District Standards contained in Article 01, section 1.10 of the Sign Ordinance.

There were previously three non-conforming signs at the same locations as currently proposed that were recently removed. Those signs were considered non-conforming as they did not meet the requirements of the Overlay Sign Standards. The Overlay Sign Standards allow one sign per entry for tenants whose principal square footage is on the first floor. The proposal does not meet these requirements. The applicant is located on the second floor of the building. In addition, the applicant has only one entrance which is accessible from Peabody where the lobby and elevators to the second floor are located. At this time, the applicant has stated their intention to apply for a variance from the Board of Zoning Appeals ("BZA") although a BZA application has yet to be received. Accordingly, as has been City policy, the applicant has submitted an application for Design Review of their signage prior to appearing before the BZA.

If the applicant goes before the BZA they will need a variance for not being on the first floor and also a variance for having more than one sign.

Signage: The applicant is seeking approval of three name letter signs reading "CIBC." One sign would be mounted on the Woodward Ave. elevation, one sign would be mounted on the E. Brown elevation, and one sign would be mounted on the Peabody (lobby) elevation. Article 01, section 1.10 B (4) (d) states the following: *Each business whose principal square footage is on the first story may have one sign per entry. The proposal does not meet these requirements.* The bank is not located on the first floor and does not have three entrances. All three signs are proposed to be 18 in. in height. Article 01 section 1.10 B (4) states the following: *A single external sign band or zone may be applied to the façade of a building between the first and second floors, provided that it shall be a maximum of 1.5 ft. in vertical dimension by any horizontal dimension.* Woodward Ave. Address: *The external sign band or zone shall be a maximum of 2 ft. in vertical dimension by any horizontal dimension. The proposal meets this requirement.*

Illumination: The signs are illuminated channel letters lit with internal white LED lights.

Ms. Tracey Diehl, 6487 Hillier Dr., Winchester, OH, was present to represent CIBC Bank. She reviewed the placement of the three signs and maintained they are really necessary for motorists to find this destination. What happened was the bank by was required Federal regulations to change the name to clearly represent who they are. The business itself has not changed. The signs were in place under the old name and now they need to be changed to the new name. However, the Overlay Sign Standards are preventing them from being able to do that.

Vice-Chairman Deyer informed Ms. Diehl that this board cannot approve anything that violates the Ordinance. Mr. Willoughby added they cannot approve the signage, but on the other hand they could suggest that the BZA take into consideration signage that the bank has enjoyed over several years. This board's perspective is aesthetics, and the BZA considers legality. The DRB cannot approve for legal reasons, but from an aesthetic viewpoint he thinks the sign is quite elegant and simple. If the BZA approves the sign they would have the DRB blessing, given its design. Other board members agreed.

Vice-Chairman Deyer thought the board needs to revisit the Overlay requirement that nobody on the second floor gets any signage.

Mr. Kelly Stradinger, 120 S. LaSalle St., Chicago, IL with CIBC Bank, reviewed how they got to three signs, being a second-floor tenant. Before the bank signed the lease they required the landlord to show them the zoning approval for the building and the signs. That document is attached to their lease along with their sign criteria. During their site selection process they picked this building because of its presence on Woodward Ave.

Vice-Chairman Deyer was disappointed that the developer didn't explain to the bank what the implications were of building in the Overlay with the ability to add an extra floor, which obviously helps their finances.

Ms. Deborah Wellman, Branch Manager of the bank, commented that since their signs have been down, there have been many calls inquiring where the bank is located. It is difficult to offer directions without the signage.

Mr. Alan Greene, Attorney for the ownership of the Balmoral Building, said they support the signage request. All of their tenants were given the Master Sign Plan that indicated the locations and were told they must submit their own sign request. CIBC Bank submitted an application and it was accepted for all three signs in the exact locations of the Master Sign Plan that was approved by the City. Now all the bank is doing is changing their name and replacing the same signs. The ownership doesn't believe they did anything wrong. They complied with what the City wanted and believe they built a great building.

Mr. Greene went on to note this situation is unique because the Balmoral Building has three road frontages and a tenant that is taking up the whole second floor with a combination of office, retail, and customer use. People driving down Woodward Ave. would want to know the location of the bank.

Mr. Baka said, looking around town, almost every building built under the Overlay has signs that shouldn't be there because the differences between the Overlay Sign Standards and the Sign Ordinance were never picked up by the City. However, with the dichotomy between the Overlay and the Non-Overlay if the

Non-Overlay requirements are used, the proposed signage would be well within the limits.

Mr. Greene noted that with the Alden Building going up next door, the Balmoral Building will lose a sign on the north elevation.

Motion by Mr. Willoughby

Seconded by Mr. Mercurio regarding 34901 Woodward Ave., CIBC Bank, to approve the signage in regard to appearance and design with the understanding that the signs require variances from the BZA in order to be installed.

There was no discussion from the audience regarding the motion at 7:53 p.m.

Motion carried, 4-0.

VOICE VOTE

Yeas: Willoughby, Mercurio, Deyer, Trapnell

Nays: None

Absent: Henke, Dukas, Tolles

Vice-Chairman Deyer wanted to schedule a study session to try to look at what if anything needs to be changed in the Overlay Standards or in the regular Sign Ordinance. There is a certain sense of urgency in trying to get this issue resolved and getting it to the City Commission for approval. It would make a lot of buildings that were built under the Overlay legal conforming. It was generally felt that the Sign Ordinance does a really good job of regulating signage in the City.

12-18-17

MISCELLANEOUS BUSINESS AND COMMUNICATIONS

A. Staff Reports

-- Administrative Approvals

- 159 N. Eton – HVAC rooftop unit and screen; exterior lighting being upgraded to LED; exterior storefront windows being replaced with new insulated sliding units.
- 444 Chester – Replacing one master bedroom window with double slider.
- 1875-1925 Southfield Rd., Birmingham Terrace – Add signage.
- 1875 – 1945 Southfield Rd., Birmingham Terrace – Install 12 vinyl replacement windows.

-- Violation Notices (none)

B. Communications

-- Commissioners' Comments (none)

12-19-17

ADJOURNMENT

No further business being evident, the board motioned to adjourn the meeting at 8:03 p.m.

Matthew Baka
Sr. Planner



MEMORANDUM

Planning Division

DATE: February 15, 2018

TO: Design Review Board

FROM: Matthew Baka, Senior Planner

SUBJECT: Sign Review – 34901 Woodward – Morgan Stanley

Zoning: B-4/D-4, Business-Residential

Existing Use: Financial Institution

Proposal

The applicant is requesting approval of two name letter signs, one on each façade of the southwest corner of the Balmoral building that fronts on Peabody and E. Brown. The applicant currently has a “building identification sign” on the Woodward elevation as permitted by ordinance. The building that the applicant is located in was constructed under the Downtown Overlay Standards. Accordingly, the entire building and all its tenants are required to comply with the Overlay Sign District Standards contained in Article 01, Section 1.10 of the Sign Ordinance.

The Overlay sign standards allow one sign per entry for tenants whose principle square footage is on the first floor. As the applicant is located above the first floor **the proposal does not meet these requirements.** The applicant is located on the third floor of the building. In addition, the applicant has only one entrance which is accessible from Peabody where the lobby and elevators to the third floor are located. At this time, the applicant has stated their intention to apply for a variance from the Board of Zoning Appeals (Although a BZA application has yet to be received). Accordingly, as has been City policy, the applicant has submitted an application for Design Review of their signage prior to appearing in front of the BZA.

Signage

The applicant is seeking approval of two name letters signs reading “Morgan Stanley”. One sign would be mounted on the Peabody elevation and one sign would be mounted on the E. Brown elevation and one sign would be mounted on the Peabody elevation. Article 01 section 1.10 B(4)(d) states the following; *Each business whose principle square footage is on the first story, may have one sign per entry.* **The proposal does not meet these requirements.** They are not located on the first floor and do not have two entrances. Both signs are proposed to be 17 3/4” in height. Article 01 section 1.10 B(4)states the following; *A single external sign band or zone may be applied to the facade of a building between the first and second floors, provided that it shall be a maximum of 1.5 feet in vertical dimension by any horizontal dimension. Woodward Avenue Address: The external sign band or zone shall be a maximum of 2 feet in vertical dimension by any horizontal dimension.* **The proposal meets this requirement.**

Illumination

The signs are proposed to be halo lit with white LED lights.

Sign Recommendation

In accordance with Section 86, Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance, Planning Division sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to DENY the sign review application for 34901 Woodward for the following reason:

1. The proposal does not meet the requirements of Article 01, Section 1.10, Overlay Sign Standards.

Sample Motion Language

Motion to DENY the sign review application for 34901 Woodward for the following reason:

1. The proposal does not meet the requirements of Article 01, Section 1.10, Overlay Sign Standards.

OR

Motion to APPROVE the sign review application for 34901 Woodward with the following conditions:

1. The applicant obtains the required variances from the Board of Zoning Appeals.

Sec. 126-514. Duties of Design Review Board.

The Design Review Board shall review all documents submitted pursuant to this section determining the facts given in this section.

- (1) All of the materials required by this section have been submitted for review.
- (2) All provisions of chapter 126 of this Code have been complied with.
- (3) The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.
- (4) The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood.
- (5) The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight.
- (6) The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the city.
- (7) The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the city commission.

(Code 1963, § 5.192(4))

Article 2, 2.20. Sign review

(b) Restrictions.

- (1) The Historic District Commission, Design Review Board or Planning Board may impose restrictions on the size, placement and appearance of signs in addition to those requirements set forth by this ordinance.
- (2) The Historic District Commission, Design Review Board or Planning Board shall not allow the alteration or construction of any sign which would violate the requirements of this ordinance.

TOTAL OF 222.65 SQUARE FEET OF EXISTING SIGNAGE

EAST ELEVATION

111.46 Sq.Ft. Existing Signage



NORTH ELEVATION

26.25 Sq.Ft. Existing Signage



WEST ELEVATION

6.5 Sq.Ft. Existing Signage



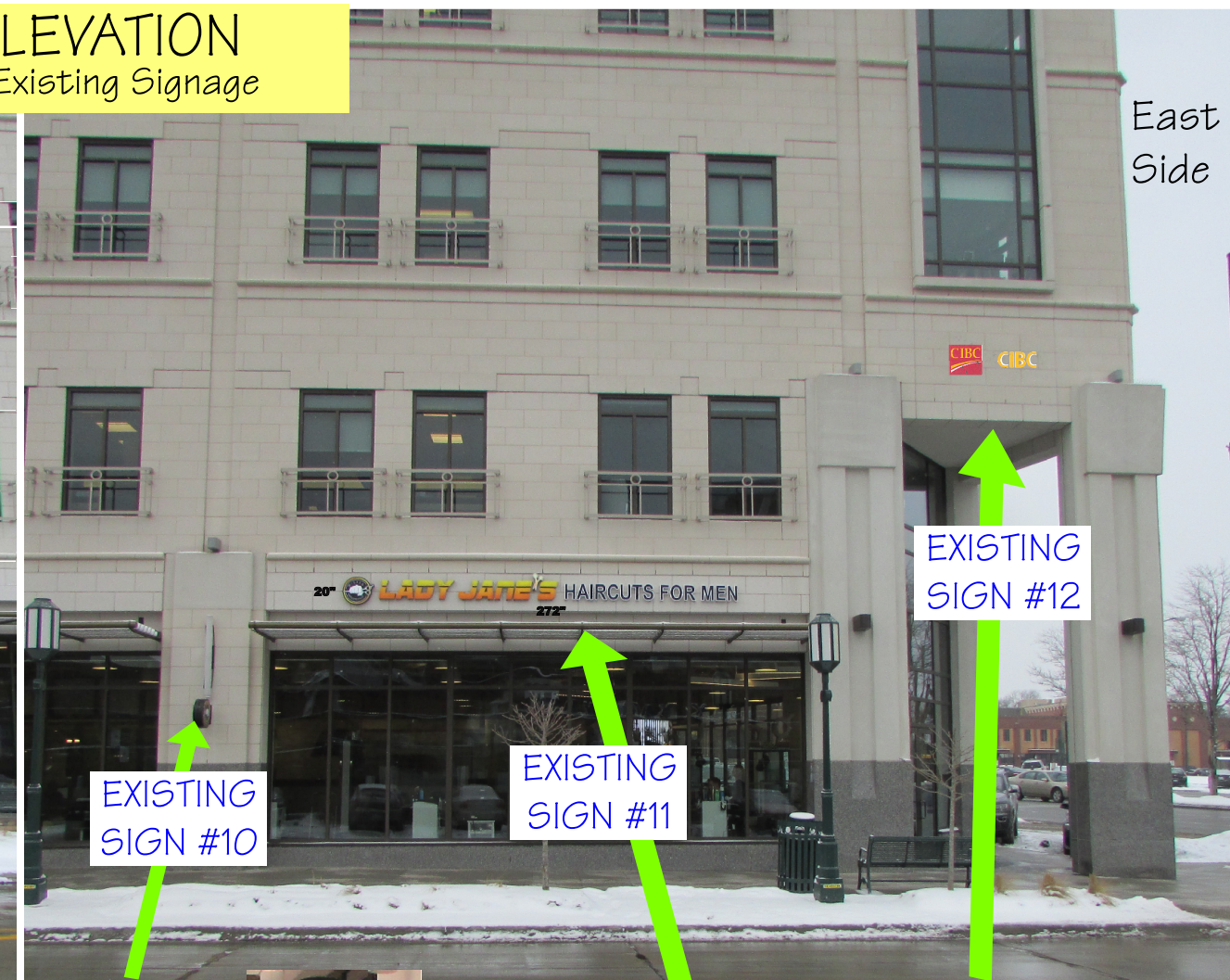
SOUTH ELEVATION

78.44 Sq. Feet Existing Signage



28.61 Sq.Ft. Existing wall sign Birmingham Roast

2.78 Sq.Ft. Existing flag mount sign Birmingham Roast

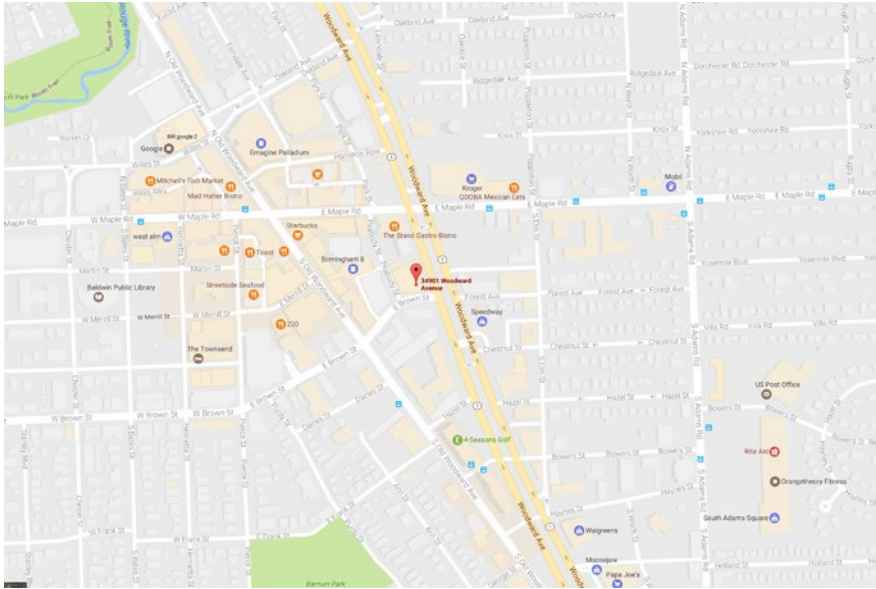


2.78 Sq.Ft. Existing flag mount sign Lady Janes



37.77 Sq.Ft. Existing wall sign: Lady Janes

6.5 Sq.Ft. Existing wall sign: CIBC Bank



Map View

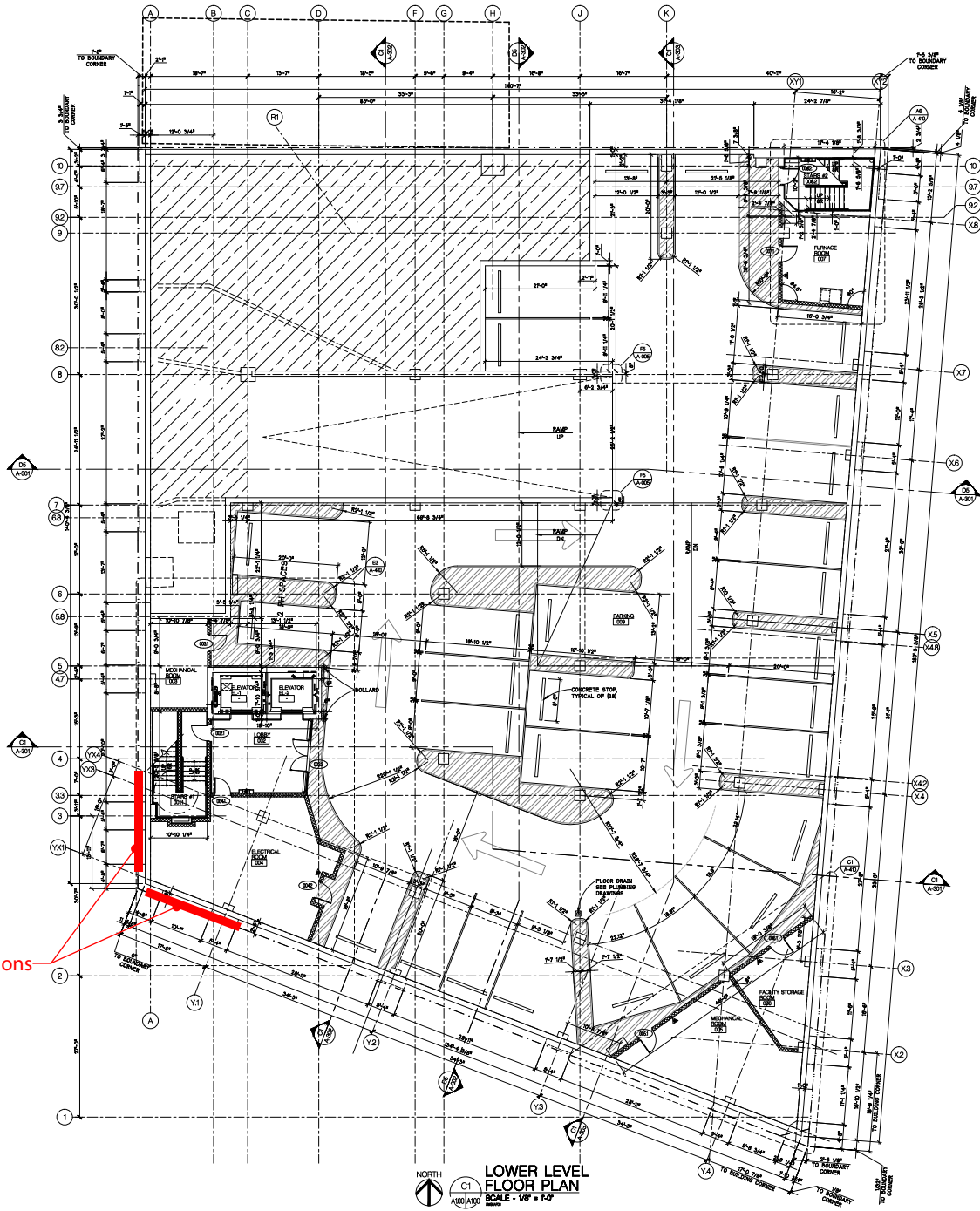


Aerial View



Existing Conditions

Exterior Corporate ID - Location Information



Site Plan - 1/32" = 1'-0"

NOTES:

- Signs will require municipal approval.
- Black Channel logo / Halo Illuminated

Signs of Success

247 Merrick Road, Suite 101
Lynbrook, NY 11563
T: 516 823-9000
F: 516 823-1023
www.signs-of-success.com

REVISIONS

Description	Date

CLIENT ACCEPTANCE

Drawings must be signed, dated and returned to Signs of Success to commence fabrication.

Approved By _____

Date _____

This custom design is the exclusive property of Signs of Success. All rights to its use are restricted.

CLIENT

MORGAN STANLEY

JOB NUMBER

17-0282

JOB NAME

34901 Woodward Avenue, Birmingham, MI

PROJECT MANAGER

Thomas Lipski

DRAWN BY

Philip Light

SCALE

As Noted

DATE

8 January 2018 Rev.1

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Proposed Rendering

NOTES:

- Signs will require municipal approval.
- Black Channel logo / Halo Illuminated

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CLIENT
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JOB NUMBER
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JOB NAME
34901 Woodward Avenue, Birmingham, MI

PROJECT MANAGER
Thomas Lipski

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SCALE
NTS

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REQUIRED

URGENT: ATTENTION ELECTRICIANS
Sign Transformer requires that all circuits must have dedicated hot, neutral ground, terminating at panel.
Questions: call 516.823.9000

CIRCUITS REQUIRED
One (1) 20 AMP 120 VOLT circuit dedicated to sign ONLY

SIGN MUST BE GROUNDED IN COMPLIANCE WITH ARTICLE 600 OF THE NATIONAL ELECTRIC CODE.

CLIENT
MORGAN STANLEY

JOB NUMBER
17-0282

JOB NAME
34901 Woodward Avenue, Birmingham, MI

PROJECT MANAGER
Thomas Lipski

DRAWN BY
Philip Light

SCALE
NTS

DATE
8 January 2018 Rev.1

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South Elevation - 1/16" = 1'-0"

Signs of Success

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REVISIONS

Description	Date


CLIENT ACCEPTANCE

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CLIENT

MORGAN STANLEY

JOB NUMBER

17-0282

JOB NAME

34901 Woodward Avenue, Birmingham, MI

PROJECT MANAGER

Thomas Lipski

DRAWN BY

Philip Light

SCALE

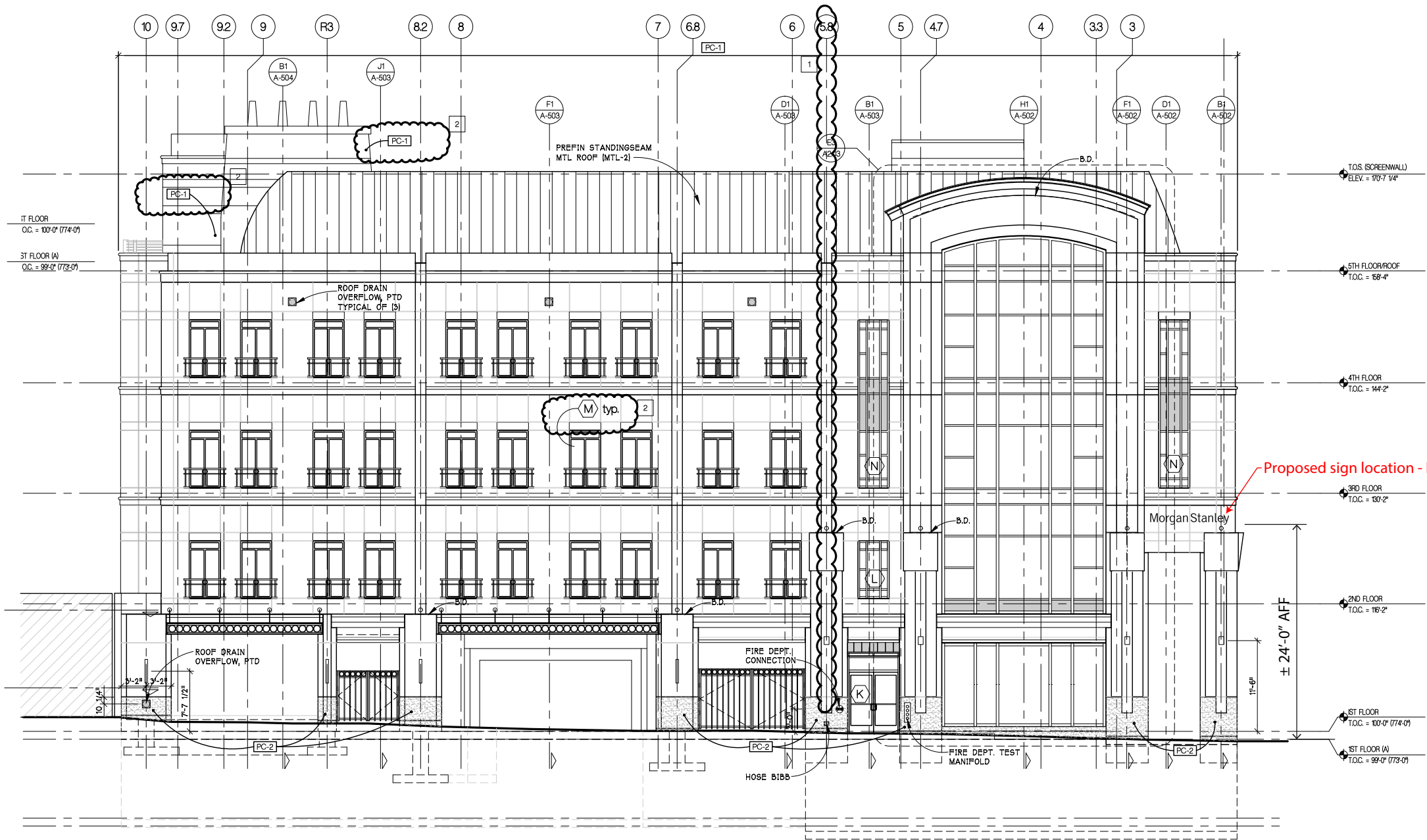
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DATE

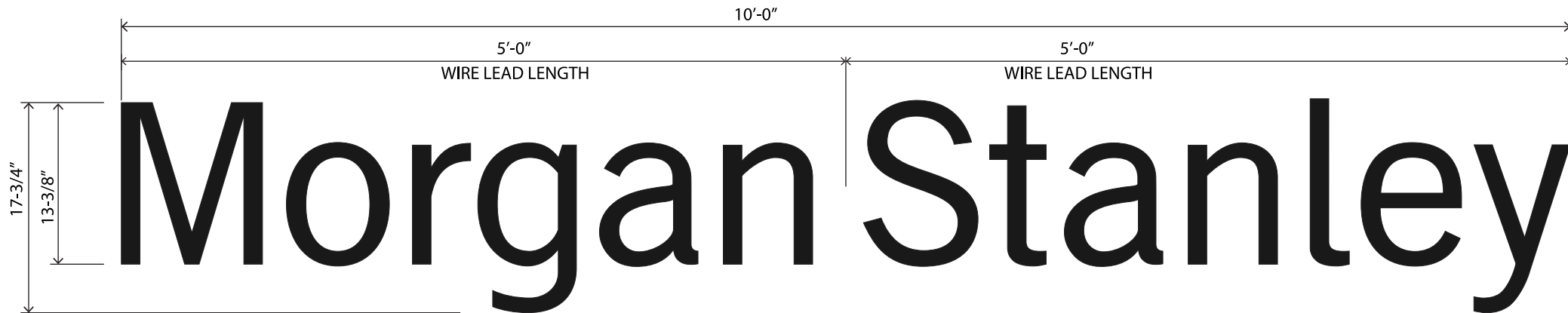
8 January 2018 Rev.1

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West Elevation - 1/16" = 1'-0"

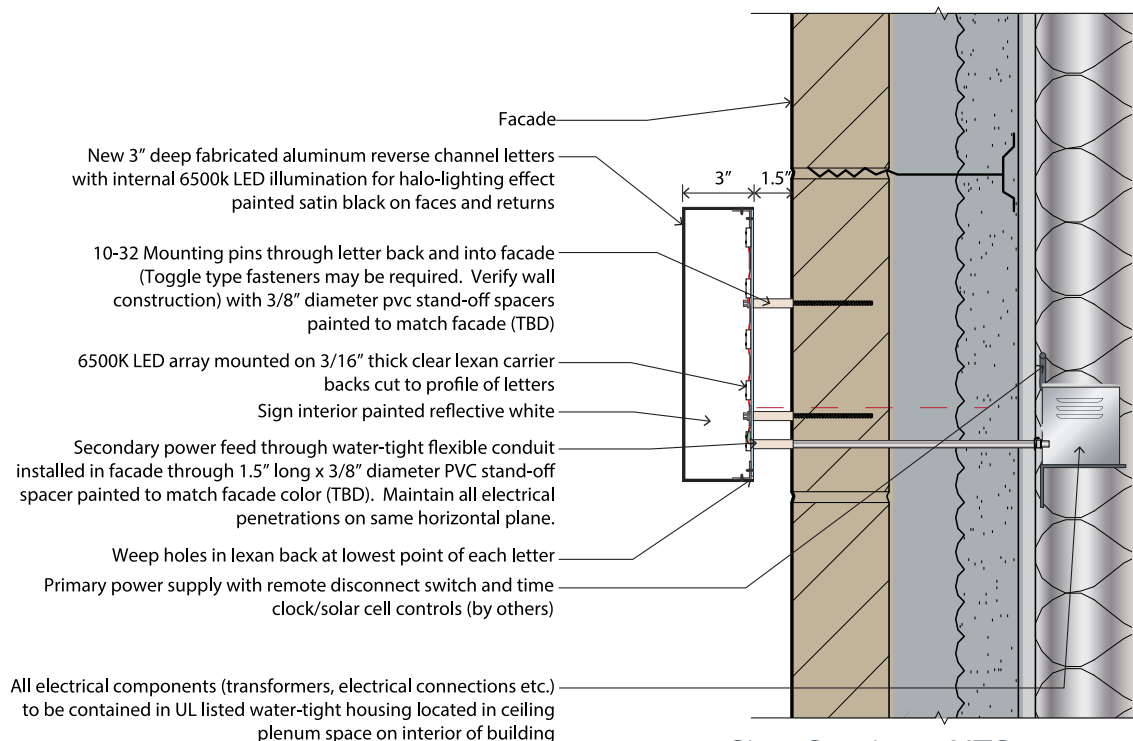


Sign Area: 14.79 sq. ft.

General Notes

- Signage will be comprised of individual custom-fabricated internally illuminated reverse-channel metal letters.
- All letters will be illuminated with Sloan exterior grade 6500k White L.E.D.s.
- Inside of letters will be spray finished Star Bright White.
- Letter backs will be 3/16" thick diffuser Lexan.
- Letters will be offset from the exterior building facade by 1-1/2", utilizing PVC spacers and threaded mounting studs, to facilitate halo illumination. Install ice and water shield donuts between spacer and facade surface.
- Mounting studs will be a minimum of 6" long x 1/4"-20 or 10-32 diameter non-ferrous threaded wall anchors for masonry construction. Install with masonry epoxy.
- Transformers will be mounted behind the wall facade.
- Primary electrical service and timing device to be provided by others; electrical feed (in weather-tight J-box) to be within 3 feet of the proposed sign area.
- All wires and transformers will be hidden from view.
- Letters to have 10'-0" wire leads.
- All signs will be U.L. listed and labeled [at the lower left corner of each letter].
- Quantity: [2] Two signs (verify height/width)
- The area behind the logo will require access for the electrical hookup and future service .
- A dedicated 120 v 20 amp feed with remote disconnect and time-clock or photo cell control to be provided by others.
- Electrical at tenants cost.

Exterior Corporate ID



Sign Section - NTS

No PMS Colors to use.

Exterior of fabricated aluminum halo-lit letters to be painted Satin Black

Sign Materials: 3" Deep fabricated Aluminum halo-lit letters w/3/16" Clear Lexan backer.



MEMORANDUM

Planning Division

DATE: February 15, 2018
TO: Design Review Board
FROM: Matthew Baka, Senior Planner
SUBJECT: Sign Review – 3633 – Wesch Cleaners

Zoning: B2B – General Business

Existing Use: Dry Cleaners

Proposal

The applicant was previously approved for new signage by the Planning Board as a part of a site plan review. However, the applicant has decided they would like to change the sign proposed to include colored led lighting accents. The previous proposal was to install one new name letter sign for the storefront, and a new coat of paint (sharkskin by Benjamin Moore) on the existing pylon sign located at the south side of the property. The new proposal is very similar to the previous one in that it proposes a name letter sign that will read "Wesch Cleaners" in white acrylic text. All of the letters will be internally lit and pinned to the stucco walls. In addition to the channel letter the proposal now includes a "leaf logo" between the words "Wesch" and "Cleaners" as well as illuminated light bars above and below the word "Cleaners". Both the logo and the light bars are proposed to be illuminate with

The horizontal width of the building measured from the northeast corner to the southeast corner is 93.3 feet, making the allowable sign square footage 140 square feet (93.3 ft x 1.5 ft = 140 SF). The tenant space of the principal building frontage is not parallel to Woodward Avenue; therefore the horizontal width of the building was used. The sum of the proposed pylon sign (2 sided @ 49 SF per side = 98 SF) and the proposed wall sign (52.57 SF) is 150.57 Square Feet. *In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage.*

The proposal meets this requirement. The wall sign is proposed to be mounted greater than 8' above grade. *In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 inches from the building facade shall not be attached to the outer wall at a height of less than 8 feet above a public sidewalk and at a height of less than 15 feet above public alley.* **The proposal meets this requirement.**

The proposed name letter sign will be constructed of aluminum returns with acrylic faces.

Illumination

The letters of the sign are proposed to be face lit with white LED lights. The leaf logo and light bars are proposed to be lit with green LED's

Sign Recommendation

In accordance with Section 86, Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance, Planning Division sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.
3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to APPROVE the sign review application for 33633 Woodward as it complies with the requirements of the Birmingham Sign Ordinance.

Sample Motion Language

Motion to APPROVE the sign review application for 33633 Woodward as proposed.

OR

Motion to DENY the sign review application for 33633 Woodward for the following reasons:

- 1.

Sec. 126-514. Duties of Design Review Board.

The Design Review Board shall review all documents submitted pursuant to this section determining the facts given in this section.

- (1) All of the materials required by this section have been submitted for review.
- (2) All provisions of chapter 126 of this Code have been complied with.
- (3) The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.

- (4) The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood.
- (5) The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight.
- (6) The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the city.
- (7) The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the city commission.

(Code 1963, § 5.192(4))

Article 2, 2.20. Sign review

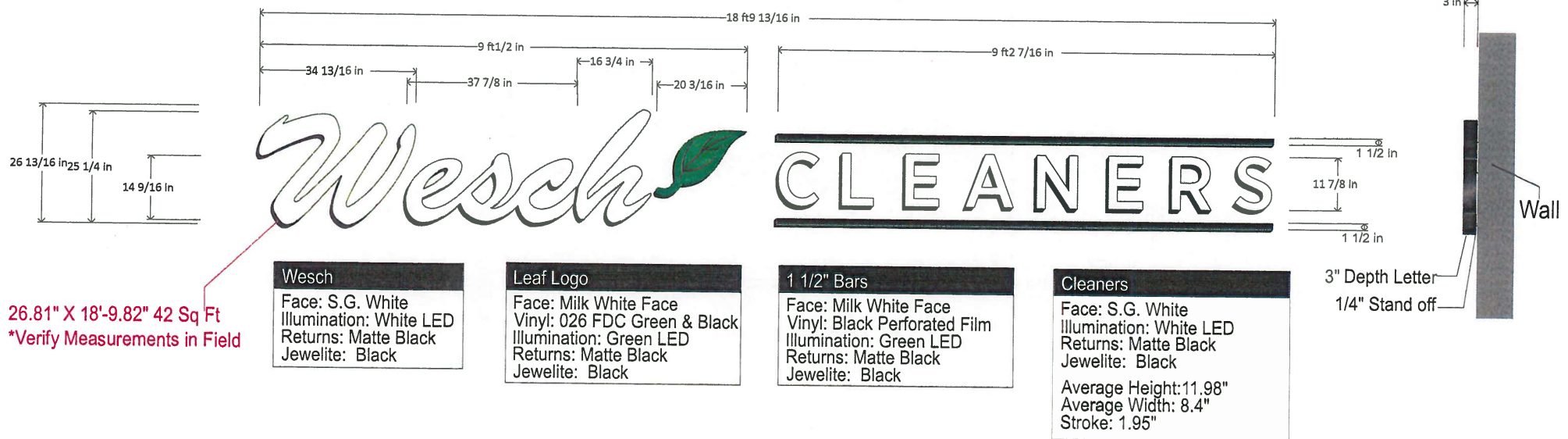
(b) Restrictions.

- (1) The Historic District Commission, Design Review Board or Planning Board may impose restrictions on the size, placement and appearance of signs in addition to those requirements set forth by this ordinance.
- (2) The Historic District Commission, Design Review Board or Planning Board shall not allow the alteration or construction of any sign which would violate the requirements of this ordinance.

Item #1: Channel Letters - Remote Mount

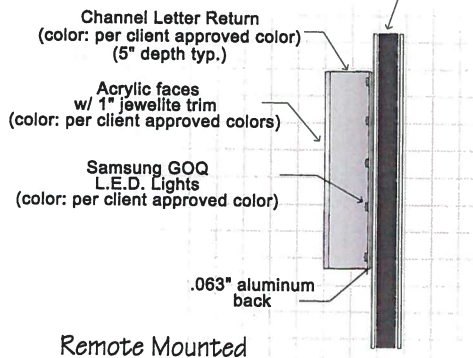
Qty: 1 - East Elevation

TOTAL SIGN AREA: 42 Sq. Ft.

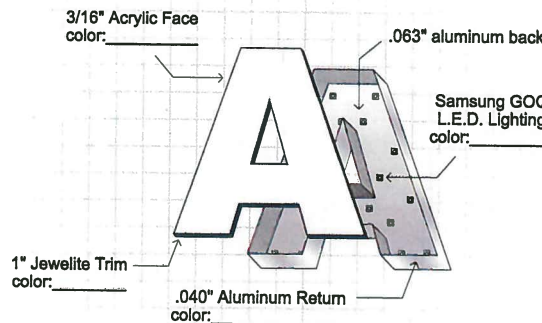


STANDARD CHANNEL LETTERS Remote Mounted

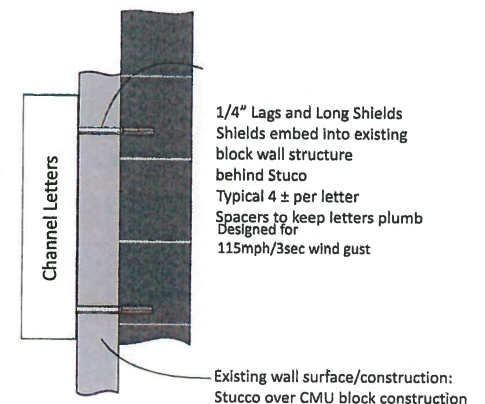
Enlarged Side View



Construction View



Channel Letter Mounting Detail



Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

Designs, details and plans represented herein
are the sole property of Phillips Sign & Lighting, Inc.
All or any part of these designs (except registered trademarks)
are protected. Attempts to duplicate designs without written consent
may result in Legal Repercussions.

PROJECT: Wesch Cleaners-Birmingham

FILE: Wesch Cleaners-Birmingham Channel Letters REV 1-22-18

SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

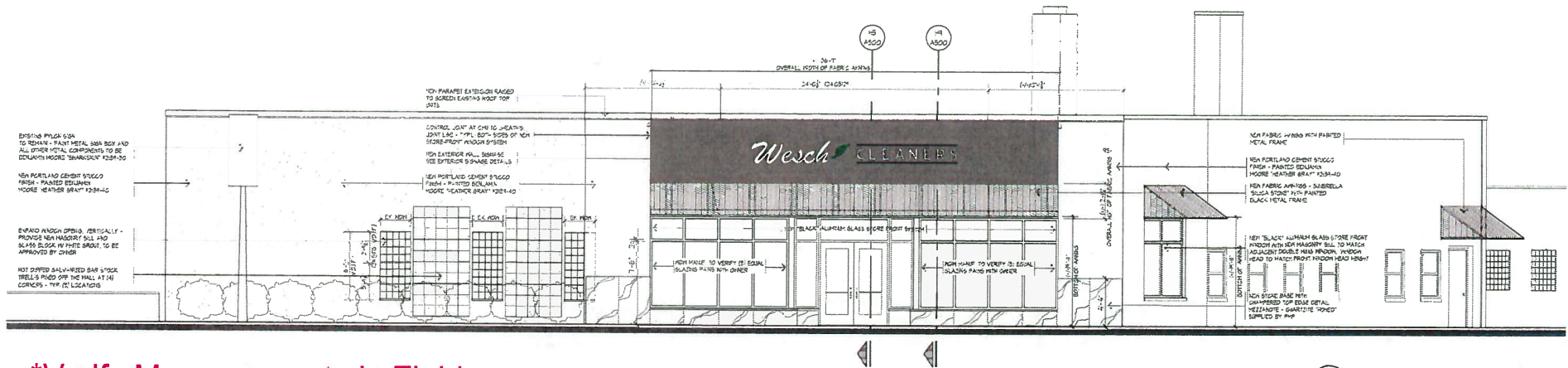
ARTIST: CG DATE: 11-9-17 REV: CG 1-22-18

PS&L

www.phillipssign.com

Item #1: Channel Letters - Remote Mount
Qty: 1 - East Elevation

TOTAL SIGN AREA: 42 Sq. Ft.



*Verify Measurements in Field

HR 1200 Proposed East Exterior Elevation
SCALE: 1/4" = 1'-0"

Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

Designs, details and plans represented herein are the sole property of Phillips Sign & Lighting, Inc. All or any part of these designs (except registered trademarks) are protected. Attempts to duplicate designs without written consent may result in Legal Repercussions.

PROJECT: Wesch Cleaners-Birmingham

FILE: Wesch Cleaners-Birmingham-Channel Letters 1-22-18

SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

ARTIST: CG DATE: 11-9-17 REV: CG 1-22-18

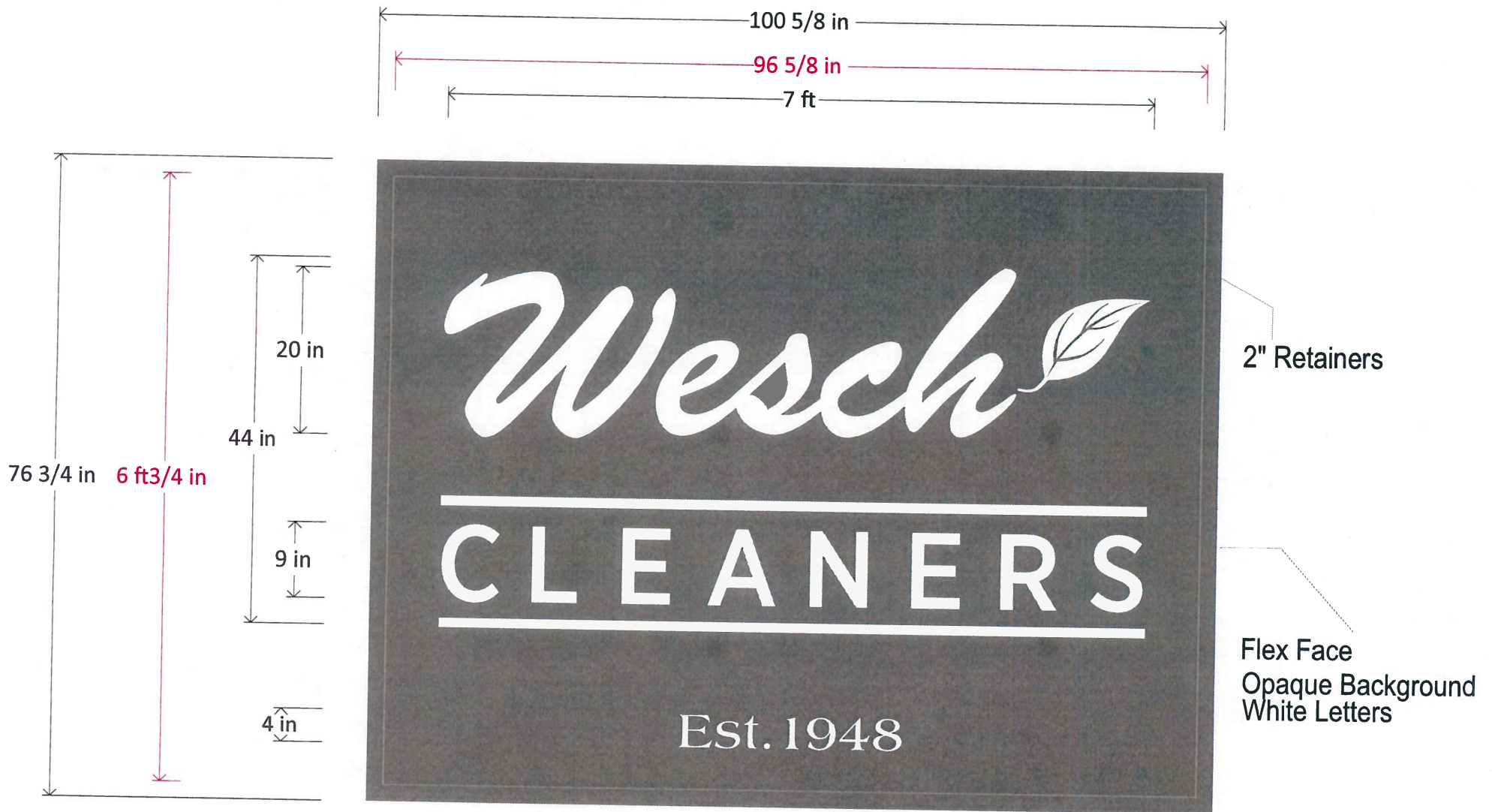
PS&L

www.phillipssign.com

Item #2: Face Change to Existing Pylon Sign

Qty: 1 - Double Sided

TOTAL SIGN AREA: 49 Sq. Ft.



*Verify Measurements in Field
*Verify Logo to have Leaf

Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

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may result in Legal Repercussions.

PROJECT: Wesch Cleaners-Birmingham

FILE: Wesch Cleaners-Birmingham Pylon Sign REV 12-11-17

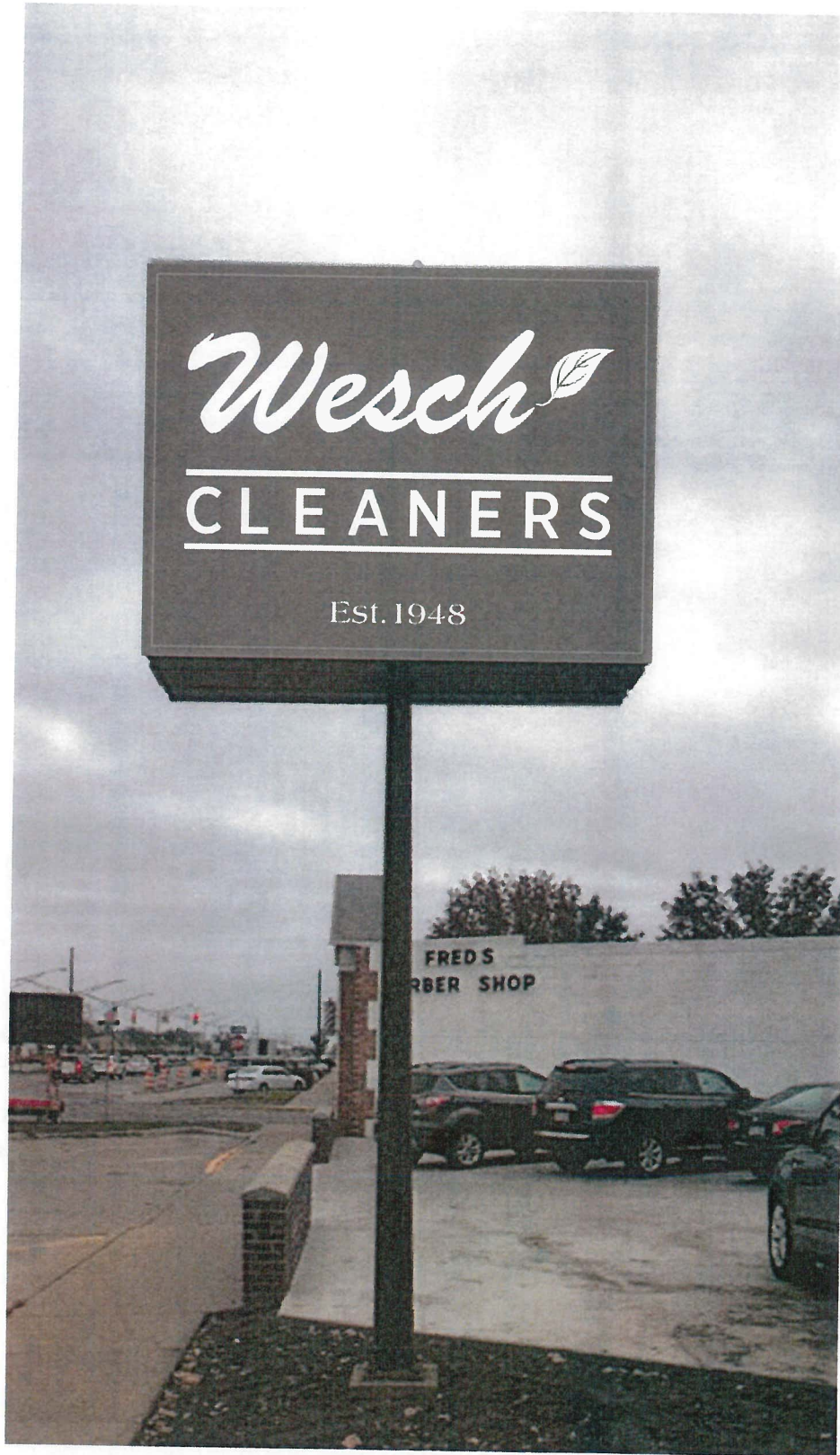
SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

ARTIST: CG DATE: 11-9-17 REV: CG 12-11-17

PS&L
www.phillipssign.com

Item #2: Face Change to Existing Pylon Sign
Qty: 1 - Double Sided

TOTAL SIGN AREA: 49 Sq. Ft.



Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

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PROJECT: Wesch Cleaners-Birmingham

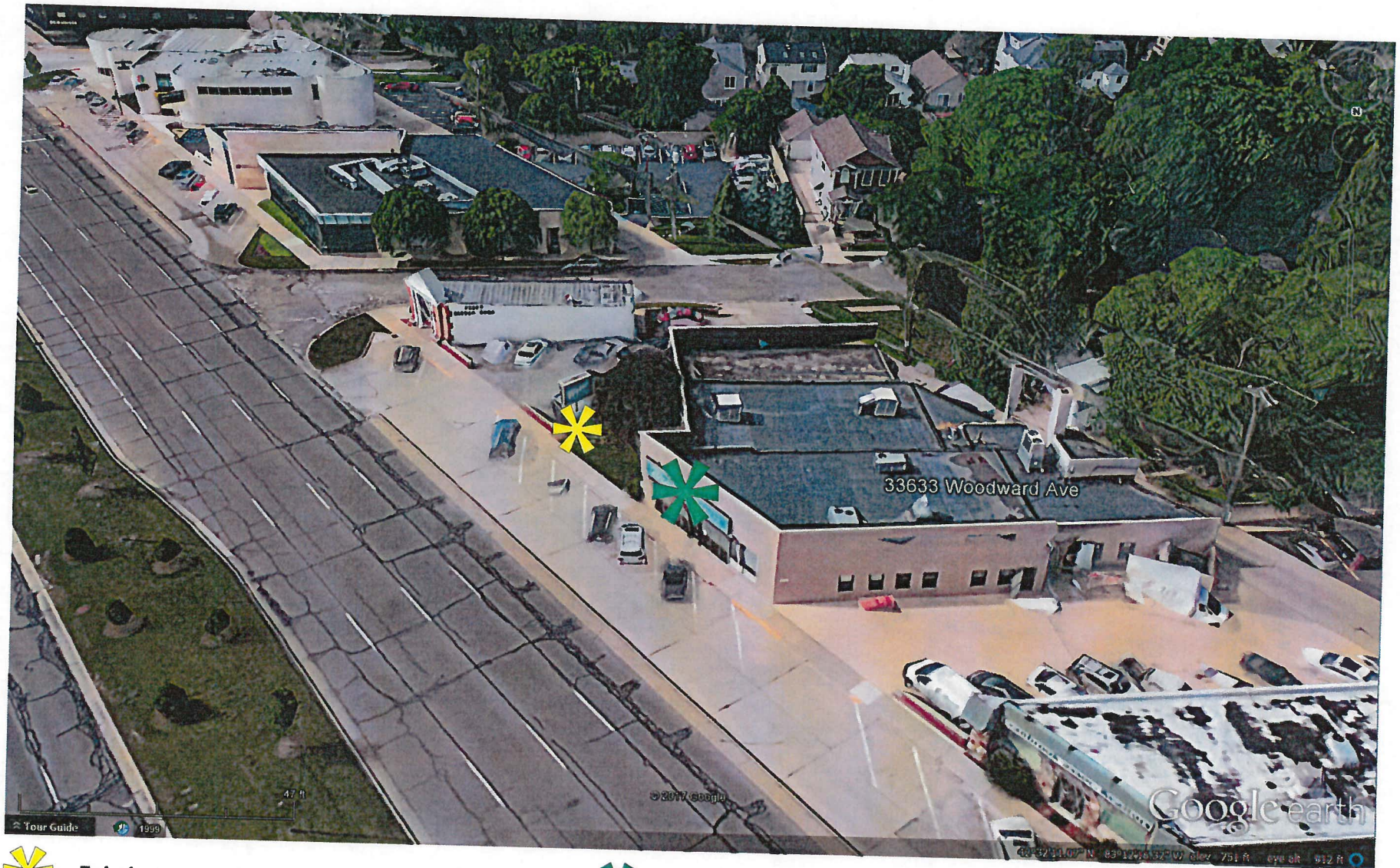
FILE: Wesch Cleaners-Birmingham Pylon Sign REV 12-11-17



SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

ARTIST: CG DATE: 11-9-17 REV: CG 12-11-17

PS&L
www.phillipssign.com

Site Plan 33633 Woodward Avenue



 = Existing ground sign to receive proposed reface  = Location of proposed channel letter install after facade renovations

Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

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Harrison Twp., MI
48045-1363

JOB NO: _____

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PROJECT: Wesch Cleaners-Birmingham

FILE: **Wesch Cleaners-Birmingham Permit Drawings**

SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

ARTIST: sg DATE: 12.12.17 REV: _____

PS&L

www.phillipssign.com

Site Plan 33633 Woodward Avenue



Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

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PROJECT: Wesch Cleaners-Birmingham

FILE: **Wesch Cleaners-Birmingham Permit Drawings**

SITE ADDRESS: 33633 Woodward Ave, Birmingham, Mi. 48094

ARTIST: sg DATE: 12.12.17 REV: _____

PS&L

www.phillipssign.com



MEMORANDUM

Planning Division

DATE: February 15, 2018
TO: Design Review Board
FROM: Matthew Baka, Senior Planner
SUBJECT: 1065 E. Maple – Mobile Gas Station

Zoning: B-2, General Business

Existing Use: Gas Station

Proposal

The applicant appeared before the DRB on October 18, 2017 with a proposal to install wall signs on the building. However, the proposal exceeded the allowable signage for the site. At that time the Board postponed the review to allow the applicant time to develop an alternate proposal. Accordingly, the applicant is now returning to the Board seeking approval to install a new panel on an existing ground sign at the Mobile Gas Station.

Signage

The applicant proposes to remove one of the digital price displays on the existing ground sign and replace it with a plexi-panel that reads "Beer and Wine". The total linear building frontage is 56' 9", permitting 56.75 square feet of sign area. The existing ground sign on the property measures 49.25" h x 78" wide or 26.6 square feet per side for a total of **53.4 square feet**. The change to the ground sign would not increase the amount of signage on site. *In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 square foot (1.5 square feet for addresses on Woodward Avenue) for each linear foot of principal building frontage.* **The proposal meets this requirement.**

Illumination

The signs are proposed to be internally illuminated with LED's.

Sign Recommendation

In accordance with Section 86, Article 2, 2.02 (c) of the City of Birmingham Sign Ordinance, Planning Division Sign review approval shall be granted only upon determining the following:

1. The scale, color, texture and materials of the sign being used will identify the business succinctly, and will enhance the building on which it is located, as well as the immediate neighborhood.
2. The scale, color, texture and materials of the sign will be compatible with the style, color, texture and materials of the building on which it is located, as well as neighboring buildings.

3. The appearance of the building exterior with the signage will preserve or enhance, and not adversely impact, the property values in the immediate neighborhood.
4. The sign is neither confusing nor distracting, nor will it create a traffic hazard or otherwise adversely impact public safety.
5. The sign is consistent with the intent of the Master Plan, Urban Design Plan(s), and/or Downtown Birmingham 2016 Report, as applicable.
6. The sign otherwise meets all requirements of this Chapter.

The Planning Division recommends that the Design Review Board consider a motion to APPROVE the sign review application for 1065 E. Maple. As it meet the requirements of the sign ordinance.

Sample Motion Language

Motion to DENY the sign review application for 1065 E. Maple for the following reasons;

- 1.

OR

Motion to TABLE the design and sign review application for 1065 E. Maple. The applicant must provide the following items:

- 1.

Sec. 126-514. Duties of Design Review Board.

The Design Review Board shall review all documents submitted pursuant to this section determining the facts given in this section.

- (1) All of the materials required by this section have been submitted for review.
- (2) All provisions of chapter 126 of this Code have been complied with.
- (3) The appearance, color, texture and materials being used will preserve property values in the immediate neighborhood and will not adversely affect any property values.
- (4) The appearance of the building exterior will not detract from the general harmony of and is compatible with other buildings already existing in the immediate neighborhood.
- (5) The appearance of the building exterior will not be garish or otherwise offensive to the sense of sight.
- (6) The appearance of the building exterior will tend to minimize or prevent discordant and unsightly properties in the city.

- (7) The total design, including but not limited to colors and materials of all walls, screens, towers, openings, windows, lighting and signs, as well as treatment to be utilized in concealing any exposed mechanical and electrical equipment, is compatible with the intent of the urban design plan or such future modifications of that plan as may be approved by the city commission.

(Code 1963, § 5.192(4))

Article 2, 2.20. Sign review

(b) Restrictions.

- (1) The Historic District Commission, Design Review Board or Planning Board may impose restrictions on the size, placement and appearance of signs in addition to those requirements set forth by this ordinance.
- (2) The Historic District Commission, Design Review Board or Planning Board shall not allow the alteration or construction of any sign which would violate the requirements of this ordinance.

**BIRMINGHAM DESIGN REVIEW BOARD
MINUTES OF OCTOBER 18, 2017**

Municipal Building Commission Room
151 Martin, Birmingham, Michigan

Minutes of the regular meeting of the Design Review Board ("DRB") held Wednesday, October 18, 2017. Chairman John Henke called the meeting to order at 7:18 p.m.

Present: Chairman John Henke; Board Members Joseph Mercurio, Lauren Tolles (arrived at 7:25 p.m.), Thomas Trapnell, Michael Willoughby

Absent: Board Members Keith Deyer, Natalia Dukas, Alternate Board Members Adam Charles, Dulce Fuller; Student Representatives Josh Chapnick, Griffin Pfaff

Administration: Matthew Baka, Sr. Planner
Carole Salutes, Recording Secretary

10-23-17

**DESIGN AND SIGN REVIEW
1065 E. Maple Rd.
Mobile Gas Station**

Proposal: Mr. Baka advised the applicant is seeking approval to install signage on the Mobile Gas Station.

Signage: The applicant proposes to install two (2) wall signs, one on each of the east and south elevations of the building. The total linear building frontage is 56 ft. 9 in., permitting 56.75 sq. ft. of sign area. The proposed "Beer and Wine" sign on the front (south) elevation is proposed to measure 20.125 sq. ft. The proposed "Beer and Wine" sign on the side (east) elevation is proposed to measure 16.5 sq. ft. There is an existing ground sign on the property that measures 24.2 sq. ft. per side for a total of 48.4 sq. ft. With the addition of the proposed signs the total amount of signage for this site would be 85.025 sq. ft. In accordance with Article 1.0, section 1.04 (B) of the Birmingham Sign Ordinance, Combined Sign Area - For all buildings, including multi-tenant office or retail buildings, the combined area of all types of signs shall not exceed 1 sq. ft. (1.5 sq. ft. for addresses on Woodward Ave.) for each linear foot of principal building frontage. **The proposal does not meet this requirement.** Accordingly, the applicant will be required to reduce the signage not to exceed 56.75 sq. ft.

In accordance with Article 1.0, table B of the Birmingham Sign Ordinance – wall signs may be no more than 36 in. in height. **The sign on the east elevation does not meet this requirement.** Accordingly, the height of the sign must be reduced to a maximum of 36 in.

All signs are proposed to be mounted more than 8 ft. above grade. In accordance with Article 1.0, Table B of the Birmingham Sign Ordinance - Wall signs that project more than 3 in. from the building facade shall not be attached to the outer wall at a height of less than 8 ft. above a public sidewalk and at a height of less than 15 ft. above public alley. **The proposal meets this requirement.** The proposed name letter signs will be constructed of aluminum channel letters with plex faces.

Illumination: All of the signs are proposed to be internally illuminated with LEDs.

Mr. Baka indicated the problem is that the applicant has used virtually all of their square footage on their ground sign. There are about 8 sq. ft. left.

Mr. Willoughby said one of the things they want for the community is to not have buildings loaded up with excessive signage.

Mr. Alan Shibo from Fast Signs was present.

The board members came up with the suggestion to reduce the east sign and try and make that work on the Maple Rd. side. If the window signage were to go away, that may aid the applicant's case to the Board of Zoning Appeals ("BZA"). Mr. Baka added that window signage doesn't require approval, but they must stay within the allowable 12 sq. ft. per side, or 24 sq. ft.

Mr. Willoughby observed if they get rid of the picture of a mug between BEER and WINE the height would drop.

Mr. Shibo opted to come back to the board with a reduced proposal.

Motion by Mr. Trapnell

Seconded by Mr. Willoughby to postpone the Design and Sign Review Application for 1065 E. Maple Rd., Mobile Gas Station. to November 1, 2017 without additional cost to the petitioner.

Motion carried, 5-0.

VOICE VOTE

Yeas: Trapnell, Willoughby, Henke, Mercurio, Tolles

Nays: None

Absent: Deyer, Dukas



Sign Ordinance Requirements – Ground Signs

Planning Division

Property Address: 1065 E. Maple

Current Zoning: B2, General Business

Sign Copy: Beer & Wine

	Required	Proposed	Review
Maximum Area	<ul style="list-style-type: none">• One side = 30 SF• Total = 60 SF	26.6 Sq. Ft. per side	Meets Requirements
Maximum Height	<ul style="list-style-type: none">• 8' maximum above street level	5' 7" above grade	Meets requirements
Illumination	<ul style="list-style-type: none">• Steady light only• No exposed neon• B1 Zone – 10:00pm or ½ Hour after close of Business• Adj. residential – no side or rear lights	Internal fluorescent lamps	Meets requirements
# Allowed	<ul style="list-style-type: none">• 2 or fewer streets = 1 sign• 3 + streets = 2 signs	One sign	Meets requirements

Reviewed by: Matthew Baka

Date: February 15, 2018

Mobil



FUEL TECHNOLOGY
Synergy

Regular

2.79⁹/₁₀

Supreme⁺

3.19⁹/₁₀

**BEER &
WINE**

After

77.625 in

48.875 in

Mobil

 **FUEL TECHNOLOGY
Synergy**

Regular

2.79⁹

Extra

2.79⁹

Supreme⁺

2.79⁹





CITY OF BIRMINGHAM
Date 02/13/2018 11:49:52 AM
Ref 00145962
Receipt 413440
Amount \$100.00

Administrative Sign Approval Application
Planning Division

Form will not be processed until it is completely filled out

1. Applicant ROGER YOUNG / C.O
Name: YOUNG & YOUNG ARCHITECTS
Address: 1133 W. LONG LAKE RD.
BLOOMFIELD HILLS, MI 48302
Phone Number: 248.646.4900
Fax Number: 248.646.3113
Email: ROGER@YARCHITECTS.COM

2. Applicant's Attorney/Contact Person
Name: SEE ABOVE
Address: _____

Phone Number: _____
Fax Number: _____
Email: _____

3. Project Information
Address/Location of Property: 33816
WOODWARD AVE.
Name of Development: AUTOCENTRE LWS
Parcel ID #: 20-31-302-055
Current Use: AUTOMOTIVE DEALERSHIP
Area in Acres: _____
Current Zoning: B-2

- 4. Attachments**
- Two (2) folded paper copies of plans
 - Authorization from Owner(s) (if applicant is not owner)
 - Material Samples/Specification Sheets
 - Digital Copy of plans

5. Details of the Request for Administrative Approval
THE OWNER IS REQUESTING APPROVAL TO RE-INSTALL THE
FORMER "LOTUS" MARQUE SIGN ON THE SOUTH WING OF
THE BUILDING.

6. Location of Proposed Signs
PROPOSED "LOTUS" SIGN WILL BE INSTALLED APPROX. 11' ABOVE
GRADE ON THE STREETSIDE FACIA FRONTING WOODWARD AVE.
(SEE DRAWINGS)

7. Type of Sign(s)
Wall: 30" DIAMETER WALL SIGN Canopy: _____
Ground: _____ Building Name: _____
Projecting: 9" Post-mounted Projecting: _____

Property Owner
Name: MR. THOMAS SCHICK
Address: _____

Phone Number: _____
Fax Number: _____
Email: _____

Project Designer
Name: _____
Address: _____

Phone Number: _____
Fax Number: _____
Email: _____

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____



8. If a wall sign, indicate wall to be used:

Front: _____ Rear: _____
Left side: _____ Right side: _____

9. Size of Sign

Width: 30' Height: 11'
Depth: 9" Total square feet: 8.3 sq. ft.
Height of lettering: 10"

10. Existing signs currently located on property

Number: _____ Type(s): _____
Square feet per sign: _____ Total square feet: _____

11. Materials/Style

Metal: _____ Wood: _____
Plastic: _____ Glass: _____
Color 1(including PMS color #): _____ Color 2 (including PMS color #) _____
Additional colors (including PMS color #: _____

12. Sign(s) Read(s): _____

13. Sign Lighting

Type of lighting proposed: _____ Number proposed: _____
Size of light fixtures (LxWxH): _____ Height from grade: _____
Maximum wattage per fixture: _____ Proposed wattage per fixture: _____
Location: _____ Style (include specifications): _____

14. Landscaping (Ground signs only)

Location of landscape areas: _____ Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: [Signature] Date: 02/09/18

APPROVED

Application #: <u>18-0012</u>	Office Use Only Date Received: <u>2/12/18</u>	Fee: <u>\$100</u>
Date of Approval: <u>2/13/18</u>	Date of Denial: _____	Reviewed by: <u>M.B./</u>

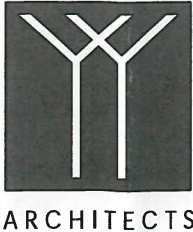
AUTO EUROPE LOTUS SIGN PROPOSAL



LOTUS SIGN RELOCATION ON EXISTING BUILDING

YOUNG & YOUNG ARCHITECTS

BLOOMFIELD HILLS, MICHIGAN
www.YYarchitects.com



AUTO EUROPE LOTUS

33816 WOODWARD AVENUE
BIRMINGHAM, MICHIGAN 48009

AUTO EUROPE LOTUS SIGN PROPOSAL



LOTUS SIGN SCALE & PLACEMENT ON EXISTING BUILDING

YOUNG & YOUNG ARCHITECTS
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AUTO EUROPE LOTUS
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ARCHITECTS

AUTO EUROPE LOTUS

33816 WOODWARD AVENUE
BIRMINGHAM, MICHIGAN 48009



3'-3"
DIA.

9"(d)



EXISTING SIGN TO BE REINSTALLED

SCALE: 1-1/2" = 1'-0"



Administrative Sign Approval Application

Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: PHILLIPS SIGN & LIGHTING INC.
Address: 40920 EXECUTIVE DRIVE
HARRISON TOWNSHIP MI 48045
Phone Number: 586-468-7110
Fax Number: _____
Email: stephanie@phillipssign.com

Property Owner

Name: BEAUMONT MEDICAL
Address: 35046 WOODWARD AVENUE
Phone Number: _____
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

Name: SAME AS APPLICANT
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

Project Designer

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

3. Project Information

Address/Location of Property: 35046 WOODWARD AVE
Name of Development: A
Parcel ID #: GENERATIONS OF OB
Current Use: MEDICAL OFFICE
Area in Acres: _____
Current Zoning: O

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____

4. Attachments

- Two (2) folded paper copies of plans
- Authorization from Owner(s) (if applicant is not owner)
- Material Samples
- Digital Copy of plans

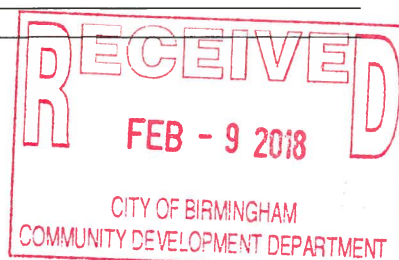
5. Details of the Request for Administrative Approval

FACE CHANGE

6. Location of Proposed Signs

7. Type of Sign(s)

Wall: _____ Canopy: _____
Ground: X Building Name: _____
Projecting: _____ Post-mounted Projecting: _____



8. If a wall sign, indicate wall to be used:

Front: _____
Left side: _____

Rear: _____
Right side: _____

9. Size of Sign

Width: 3' 8 1/2"
Depth: _____
Height of lettering: _____

Height: 6 3/4"
Total square feet: 2.08

10. Existing signs currently located on property

Number: _____
Square feet per sign: _____

Type(s): _____
Total square feet: _____

11. Materials/Style

Metal: _____
Plastic: ACRYLIC
Color 1 (including PMS color #): PMS 611
Additional colors (including PMS color #): _____

Wood: _____
Glass: _____
Color 2 (including PMS color #): _____

12. Sign(s) Read(s): BEAUMONT MEDICAL BUILDING BIRMINGHAM

13. Sign Lighting

Type of lighting proposed: _____
Size of light fixtures (LxWxH): _____

Number proposed: _____
Height from grade: _____

Maximum wattage per fixture: _____
Location: _____

Proposed wattage per fixture: _____
Style (include specifications): _____

14. Landscaping (Ground signs only)

Location of landscape areas: _____

Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: 


Date: 2-9-18

Application #: <u>18-0011</u>	Office Use Only Date Received: <u>2/9/18</u>	Fee: <u>\$100</u>
Date of Approval: <u>2/13/18</u>	Date of Denial: _____	Reviewed by: <u>M.B. /</u>

____ (DATE) 27/10 _____

Bottle and Basket of Birmingham, LLC

_____ give my approval for the attached Beaumont change.

(signature) 
(print name) Keri Vaught
(business entity) Bottle + Basket of Birmingham, LLC
(address) 36046 Woodward Ave
(city/zip) Birmingham, MI 48009
(phone/mobile) 248.891.3502 office 248.680.4000
(e-mail) keri@winfire.net

Installation crews are fully licensed and insured as a requirement of the permitting process with the municipality.

Item #1: Renovate Existing Sign

Beaumont Medical Center #333

Grid: #10

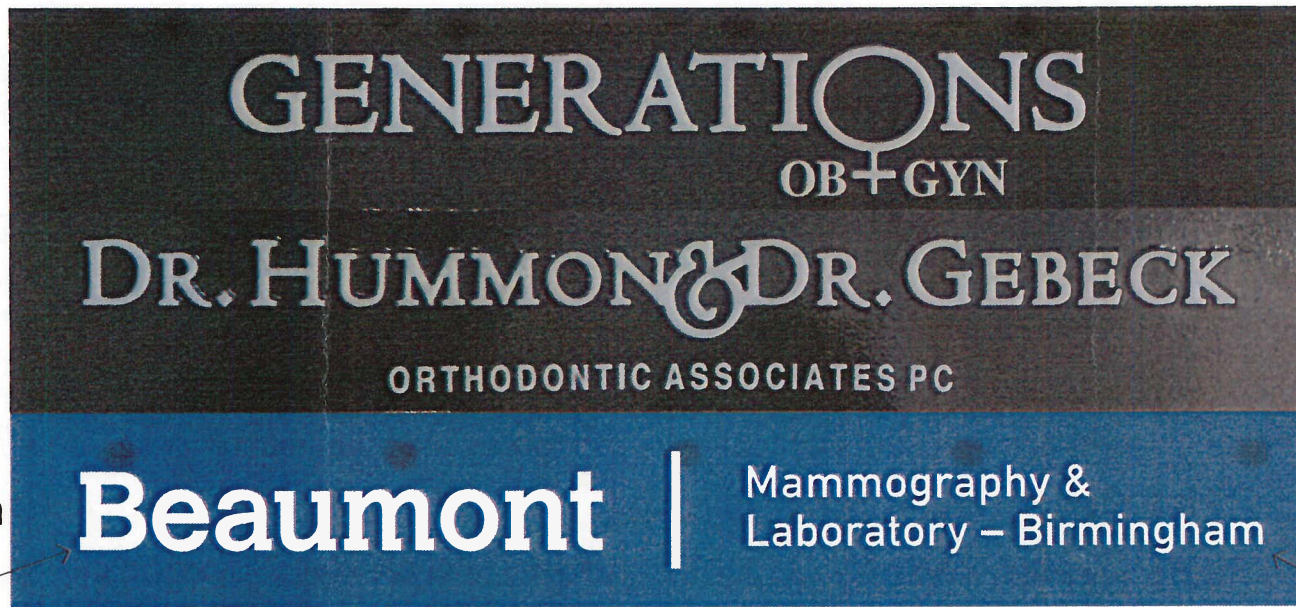
New Signage Area 2.08 sq. ft.

APPROVED

M.B.W. 3/13/18
18-0011 DRB

Existing Panel
& Raised Copy

6 3/4 in 2 3/4 in



1 1/8 in

Raised Copy
"Beaumont"

Raised Copy
"Beaumont"

Vinyl Copy
"Mammography & Laboratory - Birmingham"

Side A & B are the same.

Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.744

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

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PROJECT: Beaumont Hospital

FILE: Beaumont #333-Permit Drawings

SITE ADDRESS: 35064 Woodward Ave., Birmingham, MI

ARTIST: KP DATE: 3-13-17 REV: KP-2-8-18 -sg 2.9.18 permit

PS&L

www.phillipssign.com

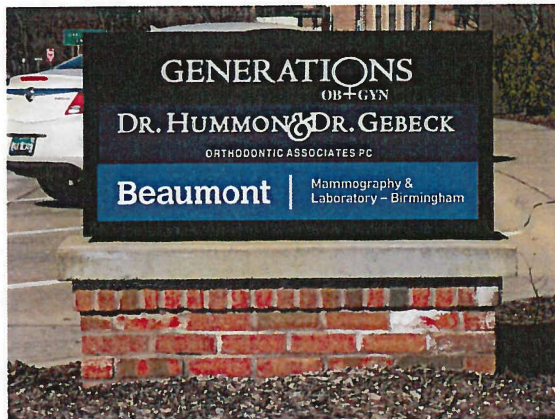
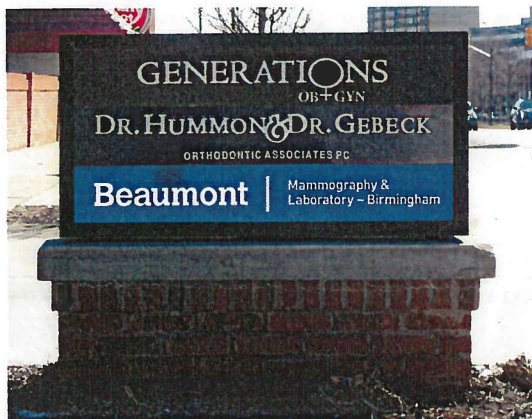
Item #1: Renovate Existing Sign

Beaumont Medical Center #333

Grid: #10

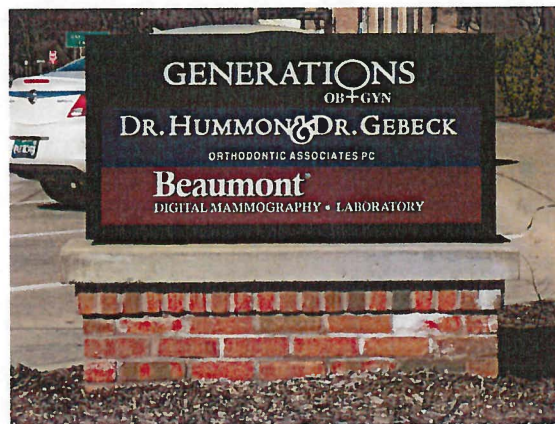
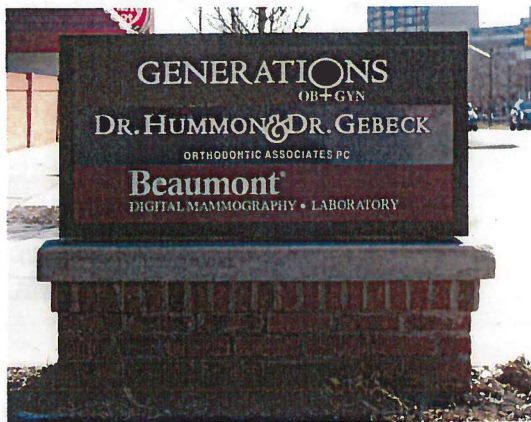
New Signage Area 2.08 sq. ft.

Simulated Elevation View



TENANT AREA: 2.08 Sq. Ft.

Existing @ Site



EXISTING TENANT AREA: 2.08 Sq. Ft.

Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.7441

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

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PROJECT: Beaumont Hospital

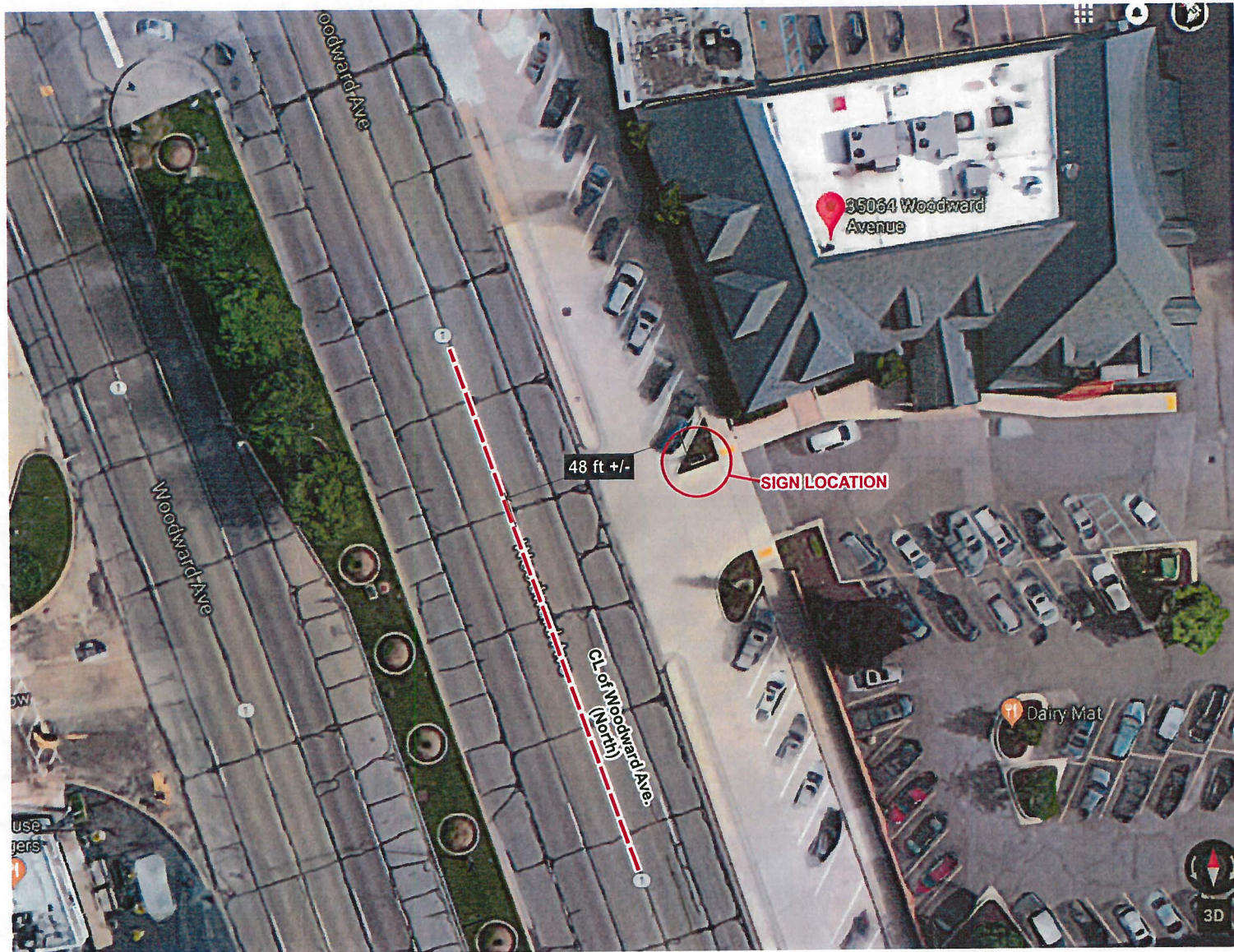
FILE: Beaumont #333-Permit Drawings

SITE ADDRESS: 35064 Woodward Ave., Birmingham, MI

ARTIST: KP DATE: 3-13-17 REV: KP-2-8-18 -sg 2.9.18 permit

PS&L
www.phillipssign.com

Site Plan -- 35064 Woodward Ave.



Client Approval: _____

Date: _____

Ph: 586.468.7110 Fx: 586.468.744

phillips SIGN & LIGHTING inc.

40920 Executive Drive
Harrison Twp., MI
48045-1363

JOB NO: _____

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PROJECT: Beaumont Hospital

FILE: Beaumont #333-Permit Drawings

SITE ADDRESS: 35064 Woodward Ave., Birmingham, MI

ARTIST: KP DATE: 3-13-17 REV: KP-2-8-18

PS&L

www.phillipssign.com



Administrative Sign Approval Application

Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: Valley City Sign
Address: 5009 West River Dr
Camstock Park, MI 49321
Phone Number: (616) 785-5713
Fax Number: (616) 784-8280
Email: skerr@valleycitysign.com

Property Owner

Name: Singh Management Co (Tim Rose)
Address: 300 Park St
Birmingham, MI 48009
Phone Number: (248) 865-1600
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

Name: Stephen Kerr, Permit Administrator
Address: 5009 West River Dr
Camstock Park, MI 49321
Phone Number: (616) 785-5713
Fax Number: (616) 784-8280
Email: skerr@valleycitysign.com

Project Designer

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

3. Project Information

Address/Location of Property: 300 Park St
Name of Development: _____
Parcel ID #: 19-24-455-016
Current Use: Commercial Office
Area in Acres: _____
Current Zoning: B-4

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____

4. Attachments

- Two (2) folded paper copies of plans
- Authorization from Owner(s) (if applicant is not owner)
- Material Samples
- Digital Copy of plans

5. Details of the Request for Administrative Approval

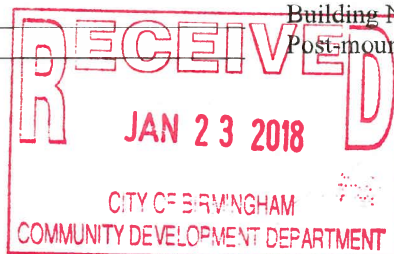
Two internally illuminated 17.7 sq ft wall signs for Fifth Third Private Bank

6. Location of Proposed Signs

Front Wall facing Park
Rear Wall facing Woodward

7. Type of Sign(s)

Wall: Two at 17.7 sq ft
Ground: _____
Projecting: _____
Canopy: _____
Building Name: _____
Post-mounted Projecting: _____



8. If a wall sign, indicate wall to be used:

Front: one sign at 17.7 sq ft
Left side: _____

Rear: One sign at 17.7 sq ft
Right side: _____

9. Size of Sign

Width: 106.24 inches
Depth: 7 inches
Height of lettering: 10.85 inches and 9.16 inches

Height: 24 inches
Total square feet: 17.7 sq ft

10. Existing signs currently located on property

Number: 4
Square feet per sign: 39, 15.21, 11.08 and approx 17.2

Type(s): Wall Signs
Total square feet: 82.49 sq ft

11. Materials/Style

Metal: Aluminum
Plastic: Plex
Color 1 (including PMS color #): Silver Grey MP55607
Additional colors (including PMS color #): _____

Wood: _____
Glass: _____
Color 2 (including PMS color #): Silver #3630-121

12. Sign(s) Read(s): Fifth Third Private Bank

13. Sign Lighting

Type of lighting proposed: LED
Size of light fixtures (LxWxH): _____

Number proposed: 1 60w power supply per sign
Height from grade: _____

Maximum wattage per fixture: 60
Location: Internal Illumination

Proposed wattage per fixture: 60
Style (include specifications): Internally illuminated channel letters.

14. Landscaping (Ground signs only)

Location of landscape areas: _____

Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: [Signature]

Date: 1/12/18

Application #: 18-007

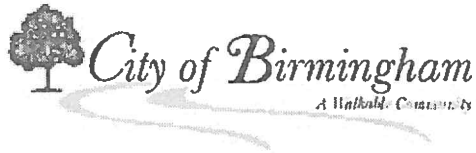
APPROVED
Office Use Only
Date Received: 1/23/18

Fee: \$100

Date of Approval: 1/26/18

Date of Denial: _____

Reviewed by: M. B/L



CONSENT OF PROPERTY OWNER

I, 300 PARK, L.L.C., OF THE STATE OF MI AND COUNTY OF OAKLAND
(Name of property owner)

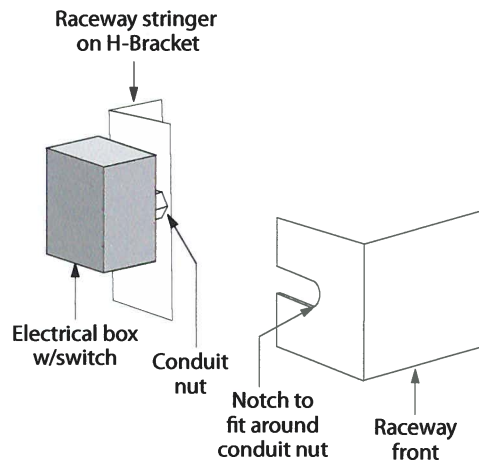
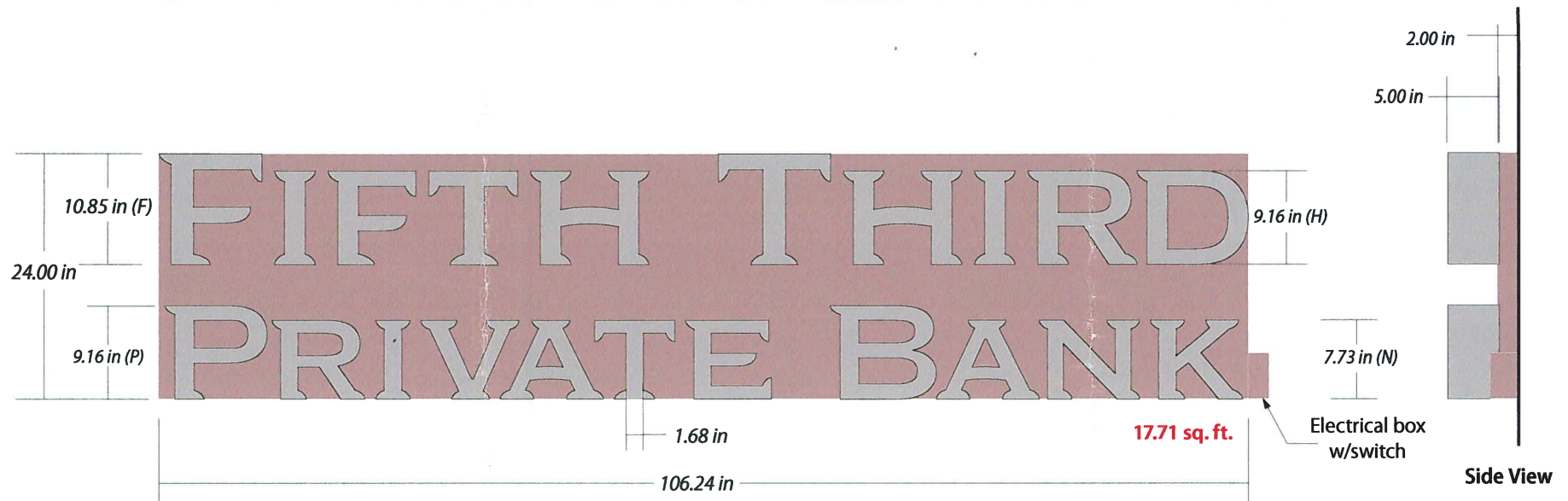
STATE THE FOLLOWING:

1. That I am the owner of real estate located at 300 Park St;
(Address of affected property)
2. That I have read and examined the Application for Administrative Approval made to the City of Birmingham by:
Valley City Sign;
(Name of applicant)
3. That I have no objections to, and consent to the request(s) described in the Application made to the City of Birmingham.

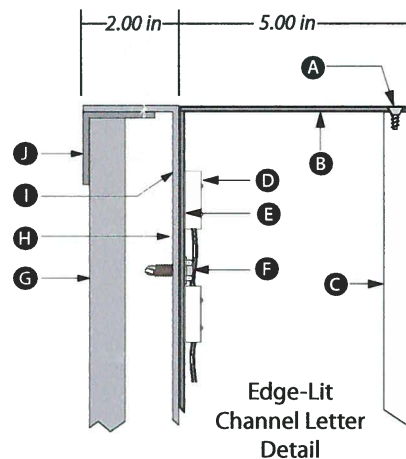
Dated: 1/18/18

Ajitpal S. Grewal
Owner's Name (Please Print)

[Signature]
Owner's Signature



Electrical box mounting detail
(for visual purposes only)



WALL SIGN:

- A - #6 countersink screw
- B - 5" deep - .063" alum. sidewalls, paint MAP MP55607
- C - .50" Clear Plex Face, surface applied vinyl, subsurface diffuser (2x - layers)
- D - White LED
- E - .080" Alum. Back
- F - Tek screw
- G - Brakeform vertical stringer (H-Bracket), note: 1x - stringer needed on right side for mounting electrical box
- H - .100" brakeform alum. raceway
- I - 2" x 2" x .125" alum. angle (raceway)
- J - 1.50" x 1.50" x .125" alum. angle (H-Bracket)
- Note: H-bracket will need panels mounted to stringers for mounting power supplies

ELECTRICAL:

- 120v / UL approval
- White G2G Auroa Mini LED illumination
- 1x - 60w power supply mounted to panel on H-bracket
- Electrical box w/switch located on right side of raceway
- Note: brakeform face will be notched around conduit

INSTALLATION:

- Crate and ship

APPROVED
M.B. 1/26/18
18-007 DRB

MAP to Match Wall Color	85	Sidewalls	Faces	2x - layers
Perimeter Footage (linear feet)		MAP Silver Grey MP55607	Silver Scotchcal #3630-121	Diffuser #3635-70

* Sign will be mounted at a height of no less than 8' above the ground

DRAWING #165,187D-3

SCALE: 3/4" = 1'-0"

TWO (2) SETS OF ILLUMINATED CHANNEL LETTERS REQUIRED

PROJECT: **Fifth Third Bank**

PHOTOSCAN (S): Yes	DESIGNER: JV
DATE: 01.10.18	REVISIONS: JV,JB(3)
HOURS: .25+.1.25	SALES: 85(MG)

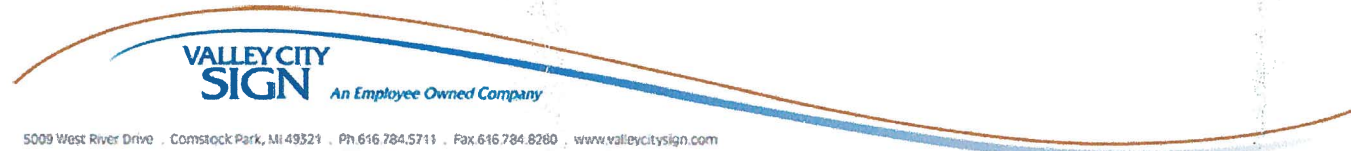
CUSTOMER SIGNATURE

VALLEY CITY SIGN
An Employee Owned Company

5009 West River Drive . Comstock Park, MI 49321 . Ph.616.784.5711 . Fax.616.784.8280 . www.valleycitysign.com

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**VALLEY CITY
SIGN**
An Employee Owned Company

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PHOTO SCAN #165,187-3A_PS-V1
NOT TO SCALE: Image is for illustration purposes only.
Objects in reality may be larger or smaller than depicted

PROJECT: Fifth Third Bank	
DRAWING: Yes	DESIGNER: JV
DATE: 12.15.17	REVISIONS: JB
HOURS: .25 + .25	SALES: BS(MG)



VALLEY CITY SIGN
An Employee Owned Company

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PHOTO SCAN #165,187-3_PS-V2

NOT TO SCALE: Image is for illustration purposes only.
Objects in reality may be larger or smaller than depicted

PROJECT: Fifth Third Bank	
DRAWING: Yes	DESIGNER: JV
DATE: 11.30.17	REVISIONS:
HOURS: .25	SALES: BS(MG)

Call 248 739-1118
Peter



Administrative Sign Approval Application Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: Sign Glo LLC
Address: 24555 Hallwood Ct
Farmington Hills, MI 48335
Phone Number: 248 739-1118
Fax Number: _____
Email: Peter@Signglo.Com.

Property Owner

Name: Brian Major
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

Name: Peter al-Banna.
Address: 24555 Hallwood Ct
Farmington Hills MI 48335
Phone Number: 248 739-1118
Fax Number: _____
Email: _____

Project Designer

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

3. Project Information

Address/Location of Property: 724 N Old Woodward

Name of Development: _____
Parcel ID #: _____
Current Use: _____
Area in Acres: _____
Current Zoning: _____

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____

4. Attachments

- Two (2) folded paper copies of plans
- Authorization from Owner(s) (if applicant is not owner)
- Material Samples/Specification Sheets
- Digital Copy of plans

5. Details of the Request for Administrative Approval

1 Wall Sign

6. Location of Proposed Signs

724 N Old Woodward.

7. Type of Sign(s)

Wall: ☒
Ground: _____
Projecting: _____

Canopy: _____
Building Name: _____
Post-mounted Projecting: _____

CITY OF BIRMINGHAM
Date 02/01/2018 10:38:38 AM
Ref 00144871
Receipt 411450
Amount \$100.00

8. If a wall sign, indicate wall to be used:

Front: _____
Left side: _____

Rear: _____
Right side: _____

9. Size of Sign

Width: 9'3"
Depth: 3.5"
Height of lettering: 24"

Height: _____
Total square feet: 18520 Sq/ft.

10. Existing signs currently located on property

Number: 0
Square feet per sign: _____

Type(s): _____
Total square feet: _____

11. Materials/Style

Metal: Aluminum
Plastic: ✓
Color 1 (including PMS color #): white
Additional colors (including PMS color #): _____

Wood: _____
Glass: _____
Color 2 (including PMS color #): _____

12. Sign(s) Read(s): KOHLER.

13. Sign Lighting

Type of lighting proposed: LED.
Size of light fixtures (LxWxH): _____

Number proposed: 1
Height from grade: 8'6"

Maximum wattage per fixture: _____
Location: _____

Proposed wattage per fixture: _____
Style (include specifications): _____

14. Landscaping (Ground signs only)

Location of landscape areas: _____

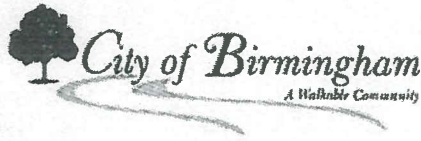
Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: _____ Date: 2-1-18

APPROVED

Application #: <u>18-009</u>	Office Use Only Date Received: <u>2/1/18</u>	Fee: <u>\$100</u>
Date of Approval: <u>2/1/18</u>	Date of Denial: _____	Reviewed by: <u>M.B.</u>



CONSENT OF PROPERTY OWNER

I, Brian Nove, OF THE STATE OF MI AND COUNTY OF
(Name of property owner)

OAKLAND STATE THE FOLLOWING:

1. That I am the owner of real estate located at 724 N. Old Woodward Ave;
(Address of affected property)
2. That I have read and examined the Application for Administrative Approval made to the City of Birmingham by:
SignGlo LLC;
(Name of applicant)
3. That I have no objections to, and consent to the request(s) described in the Application made to the City of Birmingham.

Dated: 1/31/18

Brian Nove / ~~THOMAS~~ MARLEWOOD 720, LLC
Owner's Name (Please Print)

[Signature]
Owner's Signature



24"
KOHLER
9'3"



DATE

NAME

U/L #

CUSTOMER SIGNATURE

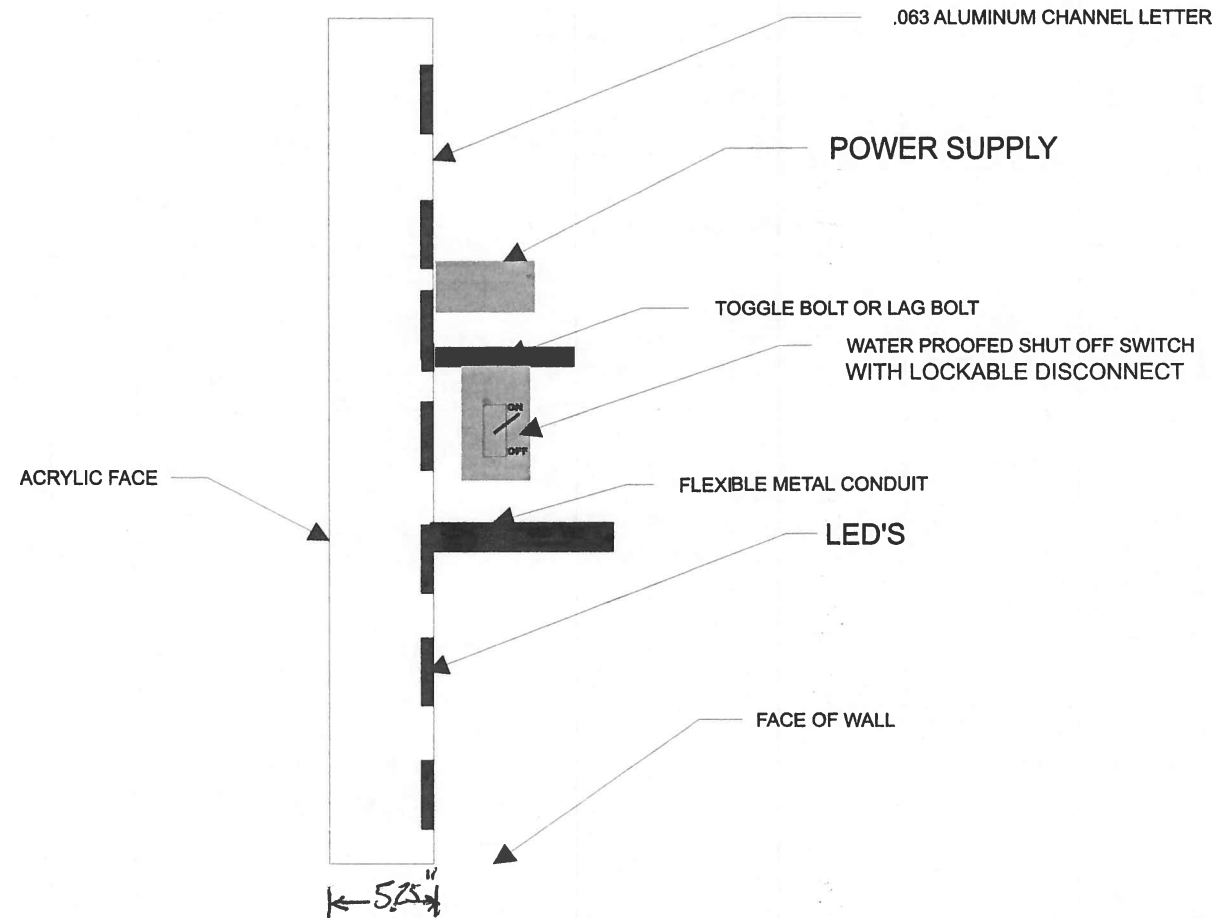
DATE APPROVED

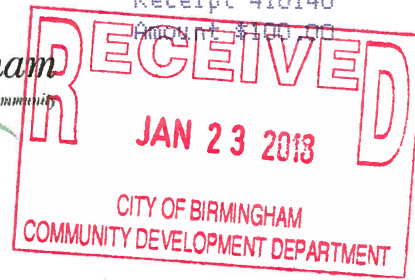
DRAWING #

COMMENTS

**ADDRESS: 724 N. Old Woodward Ave
Birmingham, MI 48009**

LED CHANNEL LETTER CROSS SECTION





Administrative Sign Approval Application Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: SIGNS BY TOMORROW
Address: 31930 WOODWARD AVE.
ROYAL OAK, MI 48073
Phone Number: 248-549-0095
Fax Number: 248-549-0097
Email: royal oak signs by tomorrow.com

Property Owner

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

Project Designer

Name: SIGNS BY TOMORROW
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

3. Project Information

Address/Location of Property: 353 SOUTH
OLD WOODWARD
Name of Development: _____
Parcel ID #: _____
Current Use: NA
Area in Acres: _____
Current Zoning: _____

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____

4. Attachments

- Two (2) folded paper copies of plans
- Authorization from Owner(s) (if applicant is not owner)
- Material Samples/Specification Sheets
- Digital Copy of plans

5. Details of the Request for Administrative Approval

1/2 Raised letters, steel mounted with names & logos.
color white

6. Location of Proposed Signs

7. Type of Sign(s)

Wall: X
Ground: _____
Projecting: _____

Canopy: _____
Building Name: _____
Post-mounted Projecting: _____

8. If a wall sign, indicate wall to be used:

Front: X But Includes Left/Right
Left side: _____

Rear: _____
Right side: _____

9. Size of Sign

Width: 110"
Depth: 1/2 THICK
Height of lettering: 7" & 8"

Height: 24"
Total square feet: 18.3

10. Existing signs currently located on property

Number: _____
Square feet per sign: _____

Type(s): _____
Total square feet: _____

11. Materials/Style

Metal: _____
X Plastic: 1/2 Roster Acrylic
Color 1 (including PMS color #): _____
Additional colors (including PMS color #): _____

Wood: _____
Glass: _____
Color 2 (including PMS color #): _____

12. Sign(s) Read(s): AAAE MEDSPA LOGO DR AL Plastic Surgery

13. Sign Lighting

Type of lighting proposed: Goose Necks
Size of light fixtures (LxWxH): 24 EXTENDED
14 ON CABLE
Maximum wattage per fixture: 50 WATT
Location: Above

Number proposed: 3
Height from grade: 120"

Proposed wattage per fixture: _____
Style (include specifications): _____

14. Landscaping (Ground signs only)

Location of landscape areas: _____

Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: [Signature]

Date: 1/22/18

Application #: <u>18-006</u>	Office Use Only Date Received: <u>1/23/18</u>	Fee: <u>\$100</u>
Date of Approval: <u>1/29/18</u>	Date of Denial: _____	Reviewed by: <u>M.B/L</u>

AMAE
Medspa



Dr. Ali
Plastic Surgery

1/2 thick acrylic
Stud Mounted
8" and 6" letter height
24"x26" logo

242"

110"

16"

16"



8"

7"

24"

153"

108"

130"

623"

180"

623"

180"

APPROVED
m. B/L 1/29/18
18-006 DRB



Administrative Sign Approval Application Planning Division

Form will not be processed until it is completely filled out

1. Applicant

Name: Allied Signs, Inc.
Address: 33650 Giftos
Clinton Twp. MI 48035
Phone Number: 586-791-7900
Fax Number: 586-791-7788
Email: Kim@alliedsignsinc.com

Property Owner

Name: B7 Investments LLC
Address: 33477 Woodward Suite 800
Birmingham, MI
Phone Number: 248-255-3565
Fax Number: _____
Email: _____

2. Applicant's Attorney/Contact Person

Name: _____
Address: _____
Phone Number: _____
Fax Number: _____
Email: _____

Project Designer

Name: Allied Signs, Inc.
Address: 33650 Giftos
Clinton Twp. MI 48035
Phone Number: 586-791-7900
Fax Number: 586-791-7788
Email: Kim@alliedsignsinc.com

3. Project Information

Address/Location of Property: 33353 Woodward Ave
Name of Development: Tide Dry Cleaners
Parcel ID #: 08-20-31-355-033
Current Use: _____
Area in Acres: _____
Current Zoning: _____

Name of Historic District site is in, if any: _____
Date of HDC Approval, if any: _____
Date of Application for Preliminary Site Plan: _____
Date of Preliminary Site Plan Approval: _____
Date of Application for Final Site Plan: _____
Date of Final Site Plan Approval: _____
Date of Revised Final Site Plan Approval: _____

4. Attachments

- Two (2) folded paper copies of plans
- Authorization from Owner(s) (if applicant is not owner)
- Material Samples/Specification Sheets
- Digital Copy of plans

5. Details of the Request for Administrative Approval

Install (1) non illuminated letterset on the west elevation, (1) illuminated remote letterset on the east elevation, (1) illuminated remote letterset on the north elevation

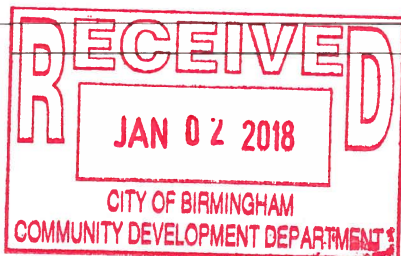
6. Location of Proposed Signs

West, North and East elevations

7. Type of Sign(s)

Wall: X
Ground: _____
Projecting: _____

Canopy: _____
Building Name: _____
Post-mounted Projecting: _____



8. If a wall sign, indicate wall to be used:

Front: X
Left side: _____

Rear: X
Right side: X

9. Size of Sign

Width: 11'-3/8" and 10'-8 1/16"
Depth: 5"
Height of lettering: 11" and 11-5/8"

Height: 3' and 2'-10 13/16"
Total square feet: 97.18

10. Existing signs currently located on property

Number: None
Square feet per sign: _____

Type(s): _____
Total square feet: _____

11. Materials/Style

Metal: X
Plastic: X
Color 1 (including PMS color #): PMS Process Yellow C
Additional colors (including PMS color #: PMS Dark Blue C,

Wood: _____
Glass: _____
Color 2 (including PMS color #): PMS 1655 C (orange)

12. Sign(s) Read(s): Tide Dry Cleaners

13. Sign Lighting

Type of lighting proposed: LED's
Size of light fixtures (LxWxH): _____

Number proposed: 2
Height from grade: _____

Maximum wattage per fixture: _____
Location: Internal

Proposed wattage per fixture: _____
Style (include specifications): _____

14. Landscaping (Ground signs only)

Location of landscape areas: N/A

Proposed landscape material: _____

The undersigned states the above information is true and correct, and understands that it is the responsibility of the applicant to advise the Planning Division and / or Building Division of any additional changes to the approved site plan.

Signature of Applicant: [Signature]

Date: 12/22/17

Application #: <u>18-003</u>	Office Use Only Date Received: <u>1/2/18</u>	Fee: <u>\$100</u>
Date of Approval: <u>1/22/18</u>	Date of Denial: _____	Reviewed by: <u>M.B.</u>



prioritysign

To Whom It May Concern:

☒ I authorize Priority Sign to obtain permits as indicated by my signature below.

☐ I do not authorize the sign changes and need someone to contact me to discuss.

Tide
33353 Woodward Ave.
Birmingham, MI 48009

As Owner of the above referenced property, I hereby authorize Priority Sign, and its affiliates, to obtain the necessary permits for signage at the above referenced property.

AUTHORIZED OWNER'S SIGNATURE



OWNER'S NAME (printed):

DUANE BARBAT

OWNER'S ADDRESS :

33477 WOODWARD AVE. SUITE 800.

OWNER'S E-MAIL :

duane@barbatorganization.com

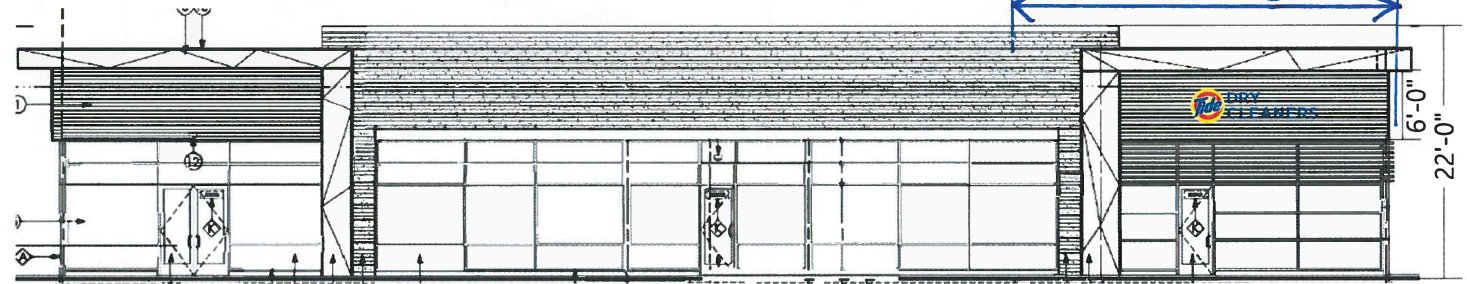
OWNER'S PHONE :

248-255-3565

S2

Illuminated Letterset

Install new letterset as shown.
Sign is custom due to size.



Scale - 1/16" = 1'

EAST ELEVATION

PAINT MATCHES

- PMS Process Yellow C
- PMS 1655 C
- PMS Dark Blue C



digital print
with UV overlamine

3M #3630-287
Marine Blue vinyl

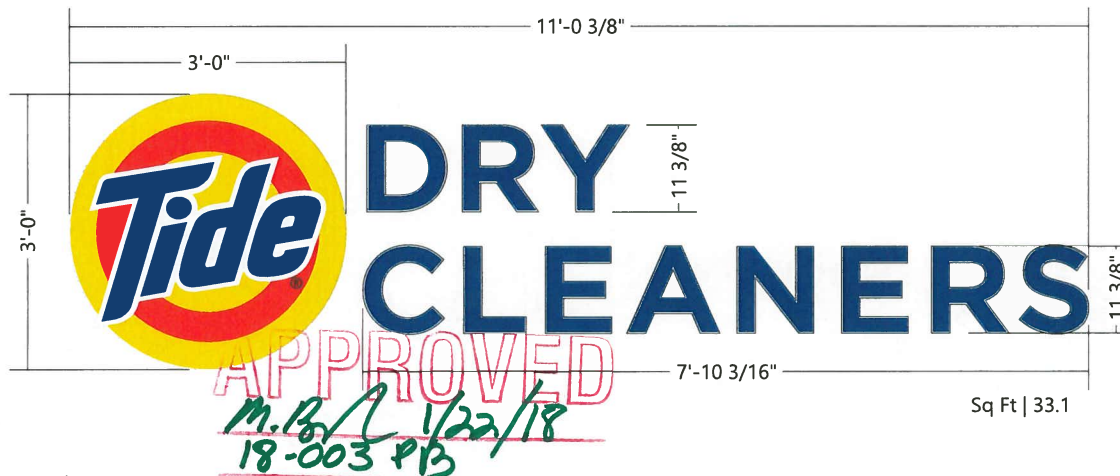
3/16" keyline



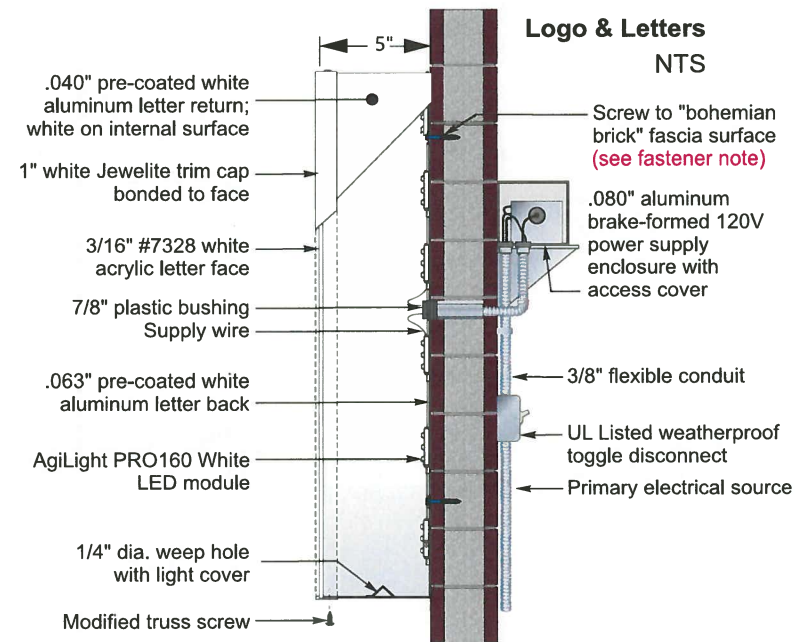
FASTENER NOTE:

USE 18-8 STAINLESS STEEL HARDWARE, THRU ACM AS LISTED:

1. HLC SLEEVE ANCHORS W/1 1/2" EMBEDMENT IN CMU OR BRICK WALL
2. TOGGLE BOLTS IN HOLLOW CONCRETE BLOCK OR PLYWOOD SHEATHING
3. TEK SCREWS IN METAL STUDS
4. LAG BOLTS IN WOOD STUDS
5. ALL THREAD BOLTS W/BLOCKING BETWEEN STUDS WITHOUT PLYWOOD



Scale | 1/2" = 1'-0"



Revisions:

Reviewed and revised const. details / KB / 11.20.17	X
	X
	X
	X

File Location:
Drive/Clients/STND
CSTM
☐ AS
 ☒ CR
 ☐ EN

Date: 9/13/2017

City/State: Birmingham, MI

Drawing #

C54049

Designer: AS

PM: CJ

Address: 33353 Woodward Ave.

Site Name



S3

Illuminated Letterset

Install new letterset as shown.
Sign is custom due to size.

PAINT MATCHES

- PMS Process Yellow C
- PMS 1655 C
- PMS Dark Blue C



digital print
with UV overlaminate

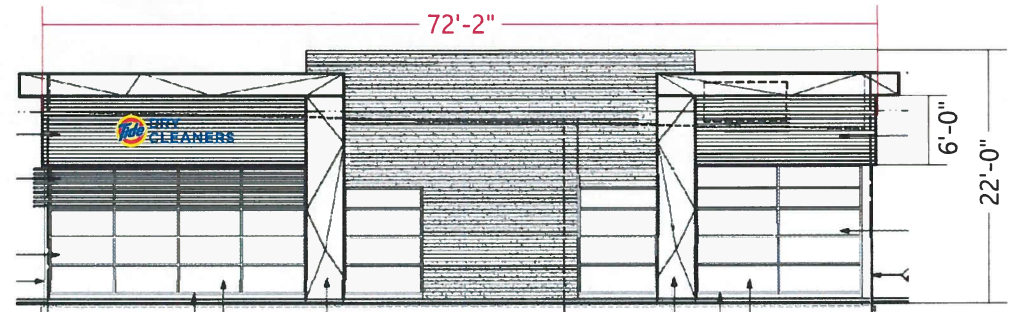
3M #3630-287
Marine Blue vinyl

3/16" keyline



Sq Ft | 33.1

Scale | 1/2" = 1'-0"



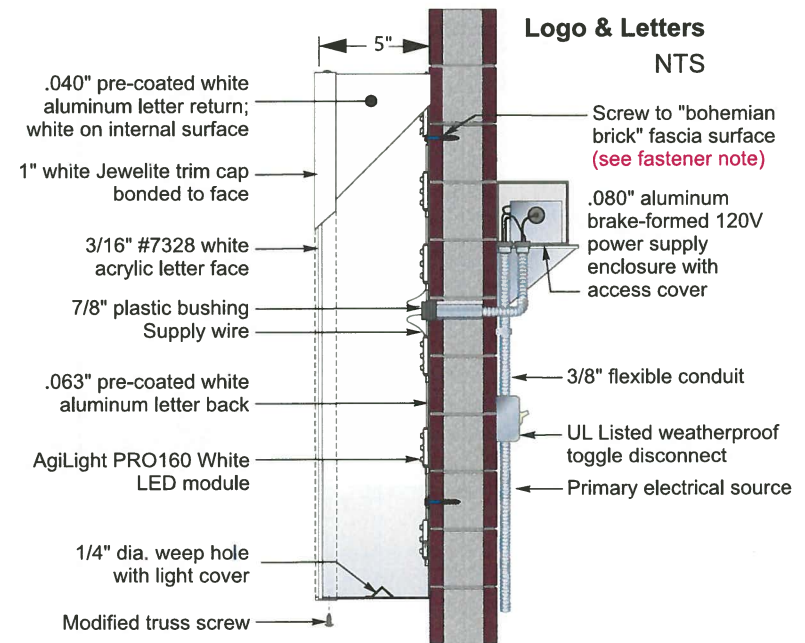
Scale - 1/16" = 1'

NORTH ELEVATION

FASTENER NOTE:

USE 18-8 STAINLESS STEEL HARDWARE, THRU ACM AS LISTED:

1. HLC SLEEVE ANCHORS W/1 1/2" EMBEDMENT IN CMU OR BRICK WALL
2. TOGGLE BOLTS IN HOLLOW CONCRETE BLOCK OR PLYWOOD SHEATHING
3. TEK SCREWS IN METAL STUDS
4. LAG BOLTS IN WOOD STUDS
5. ALL THREAD BOLTS W/BLOCKING BETWEEN STUDS WITHOUT PLYWOOD



Revisions:

Moved sign to left side of building / AS / 11.09.17	X
Reviewed and revised const. details / KB / 11.20.17	X
	X

File Location:
Drive/Clients/

STND
CSTM

☐ AS ☒ CR ☒ EN

Date: 9/13/2017

City/State: Birmingham, MI

Drawing #

C54049

Designer: AS

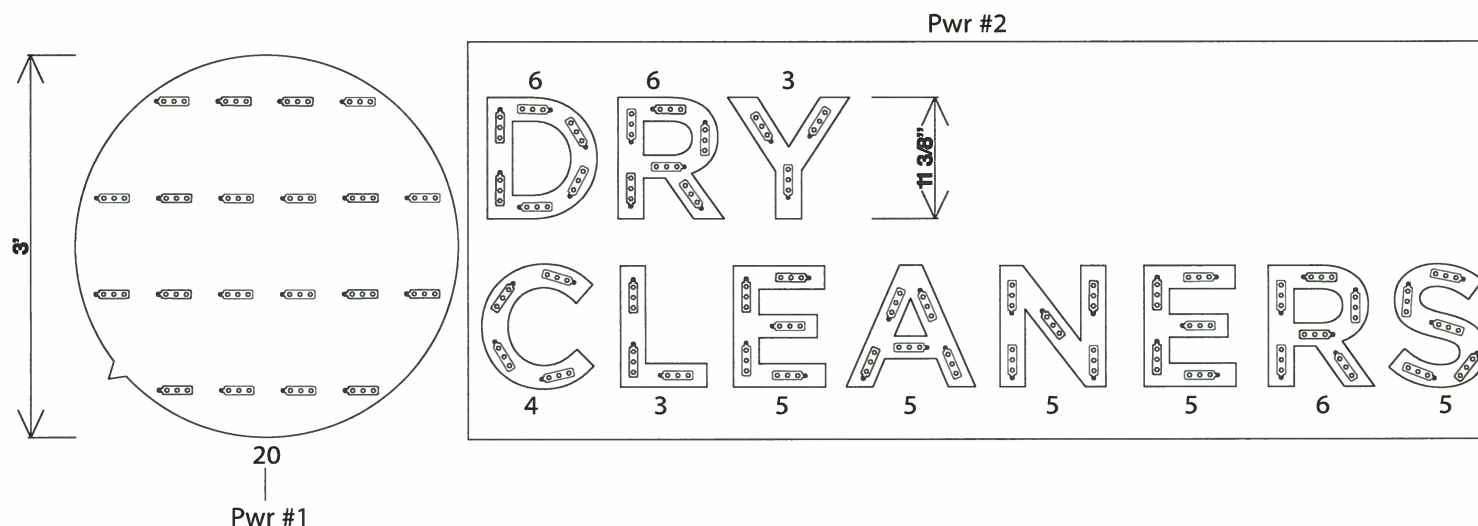
PM: CJ

Address: 33353 Woodward Ave.

Site Name

-

- 1) **UNLESS OTHERWISE SPECIFIED:** All layouts are for a single face sign or a single set of letters and the depth of the application considered for the layout is 5 inches.
- 2) LED module placement is approximate. AgiLight® recommends the sign manufacturer verify the LED placement and quantity to ensure even illumination and brightness expectations are achieved.
- 3) Estimations are based off the quality of art work and information provided by the customer, this includes: font style, letter height, depth, face material, and any special instructions. Missing information may cause delays in the delivery of estimates, as well as effect product selection, accurate quantities, and brightness.
- 4) For installation instructions of AgiLight® LED systems please refer to www.AgiLight.com under the TOOLS & DOWNLOADS section or contact an AgiLight® Inside Sales Representative at: +1.866.482.0203



Notes:

Layout based off a 5" depth from face.
Rows spaced on 9" centers.

37 feet LS-PRO160-65K-2B1C - 73 Modules
2 - PS12-60WSL-100-277V

11.375" Tide Dry Cleaners

Face Lit

November 06, 2017

IDV

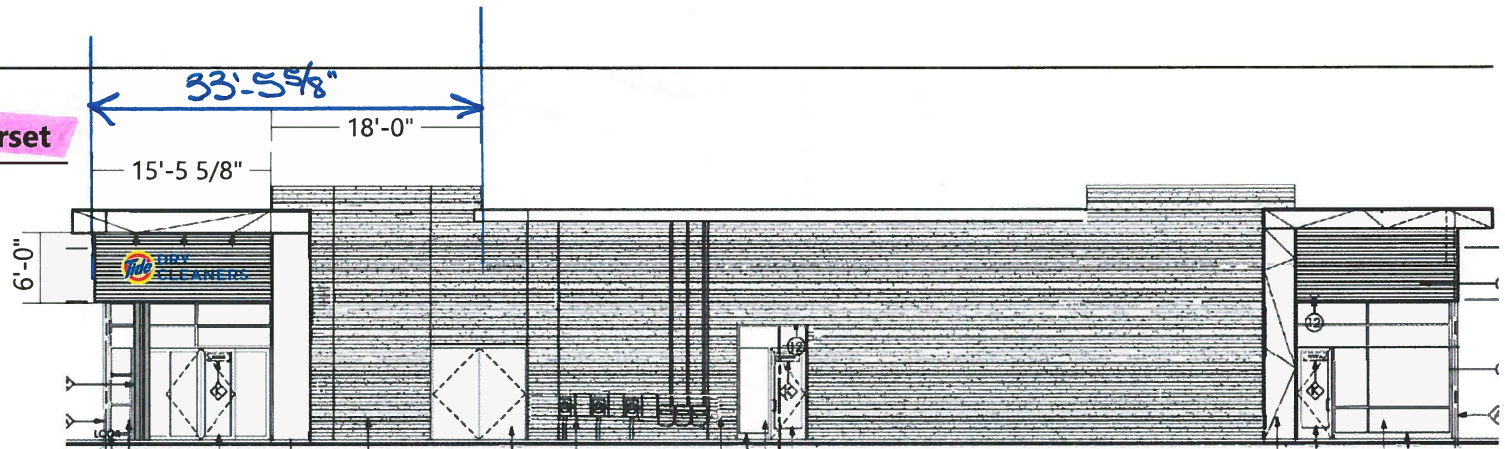


1074 Arion Circle Suite 116, San Antonio, TX 78216
PH: +1 (866) 482-0203 - Fax: +1 (210) 360-1454
www.AgiLight.com

S1

Non-Illuminated Letterset

Install new custom letterset as shown. Letterset is custom due to size and NI construction. Letterset is constructed like an illuminated letterset without LED's to look similar to other illuminated signs on site.



Scale - 1/16" = 1'

WEST ELEVATION

PAINT MATCHES

- PMS Process Yellow C
- PMS 1655 C
- PMS Dark Blue C

digital print
with UV overlaminate3M #3630-287
Marine Blue vinyl

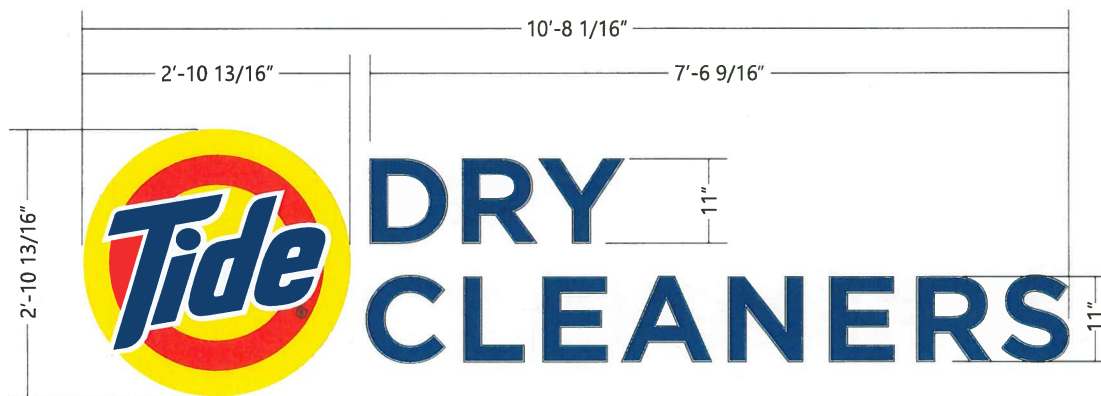
3/16" keyline



FASTENER NOTE:

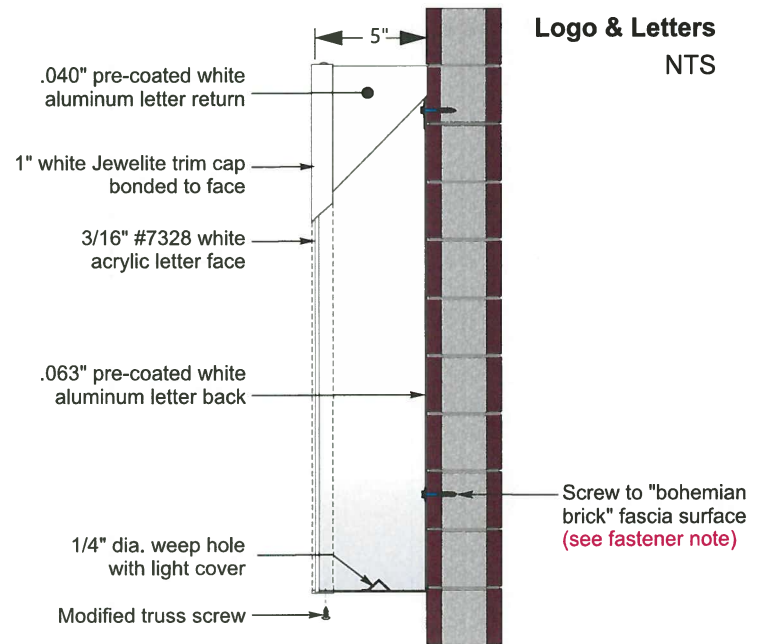
USE 18-8 STAINLESS STEEL HARDWARE, THRU ACM AS LISTED:

1. HLC SLEEVE ANCHORS W/1 1/2" EMBEDMENT IN CMU OR BRICK WALL
2. TOGGLE BOLTS IN HOLLOW CONCRETE BLOCK OR PLYWOOD SHEATHING
3. TEK SCREWS IN METAL STUDS
4. LAG BOLTS IN WOOD STUDS
5. ALL THREAD BOLTS W/BLOCKING BETWEEN STUDS WITHOUT PLYWOOD



Scale | 1/2" = 1'-0"

Sq Ft | 30.98



Revisions:

Revised to non-illuminated / KB / 10.18.17	X
Added 3 exterior lights above sign / AS / 11.09.17	X
Reviewed and revised const. details / KB / 11.20.17	X

File Location:

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